CONSUMER ATTITUDE
AND BEHAVIOR STUDY

Consumer Preferences for New Restaurant Concepts, 1986

The Research Department

National Restaurant Association

CONSUMER PREFERENCES

FOR

NEW RESTAURANT CONCEPTS - 1986

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INTRODUCTION

Consumers today have a vast array of foodservice wants and needs. At the same time they are more willing to spend a substantial portion of their food dollar on food away from home. Foodservice operators have attempted to satisfy these diverse tastes and preferences by developing new restaurant concepts. Restaurants specializing in everything from Oriental fast food and mesquite grilling to premium hand dipped ice cream and gourmet, ready-to-eat take out foods have emerged in recent years. Whatever their theme, these specialty restaurants share a common goal, to gain widespread consumer acceptance.

Until recently, little was known about consumer acceptance of these new restaurant concepts. Last year, the National Restaurant Association addressed this by commissioning the Gallup Organization to conduct a survey to examine consumer behavior towards 15 different new restaurant concepts. Results provided a first look at the extent of consumer patronage of specialty restaurants and the demographics driving the expansion of this segment of the industry. In 1986, consumers were again surveyed about their behavior towards new restaurant concepts. Sixteen concepts were included in the 1986 survey, American regional cooking was dropped while hot dogs and bakery items, such as croissants, muffins, cinnamon buns were added. In both surveys, consumers were asked which of the specialty restaurants they had patronized in the first three months of the year while a follow-up question asked them about their future behavior towards concepts they had not already tried.

A total of 2,021 men and women, 18 years or older were interviewed by telephone during the period of April 7, 1986 through April 30, 1986. All interviews were conducted from the Gallup Central Location Telephone Facility in Princeton, New Jersey. A detailed description of the sample is included at the end of this report. Please refer to NRA's 1985 publication, Consumer Preferences for New Restaurant Concepts, for specific details on the 1985 survey.

SECTION I: TYPES OF SPECIALTY

RESTAURANTS TRIED

SECTION I

TYPES OF SPECIALTY RESTAURANTS TRIED

All adults were questioned as to whether they had eaten a meal or snack from each of the sixteen different types of specialty restaurants within the past three months. Nearly one out of two consumers reported having eaten a meal or snack from an establishment specializing in bakery items such as croissants, muffins, cinnamon buns (49 percent), barbecue (47 percent), pizza delivery (47 percent) and pasta (46 percent). Hot dog specialty restaurants were close behind with 42 percent indicating they had patronized this type of establishment in the first three months of 1986. In addition, barbecue specialty restaurants, pizza delivery and pasta specialty establishments recorded the most substantial increases in patronage over 1985.

At least one out of three adults had eaten at an establishment specializing in premium hand dipped ice cream (34 percent) or hamburgers with a variety of toppings and offers alcoholic beverages (34 percent). Results for these specialties were not significantly different from 1985.

Somewhat smaller proportions of consumers indicated patronizing establishments offering Oriental fast food (29 percent), diet or lite menu items (29 percent) or freshly baked cookies (26 percent). More consumers reported patronizing Oriental fast food places (up 4 percentage points) and establishments offering diet or lite menu items (up 3 percentage points) than in 1985. However, fewer had tried freshly baked cookies (down 3 percentage points).

Approximately two out of 10 adults surveyed had eaten a meal or snack from a restaurant specializing in gourmet, ready-to-eat take out food (21 percent), marinated, broiled or Mexican style chicken (20 percent) and spicy Cajun style cooking (18 percent). Thirteen percent indicated they had recently been to an eating establishment featuring display cooking in front of patrons. Establishments which had the smallest proportion of consumers patronizing them are those specializing in mesquite grilling (9 percent) and sushi or sashimi (5 percent).

Overall, 1986 survey results indicate consumers are patronizing specialty restaurants more than they did just one year ago. The following pages provide detailed information on consumer patronage of specialty restaurants for 1985 and 1986. In addition, the demographic characteristics of consumers patronizing each specialty in 1986 are presented in this report.

CONSUMER PATRONAGE OF SPECIALTY RESTAURANTS

Specialty Establishment	Proportion of Adults Who Have Patronized in Past Three Months		
	1985 %	1986 %	% Point Difference
Bakery items, such as croissants, muffins, cinnamon bars	na	49	--
Pizza delivery	40	47	+7
Barbecue	34	47	+13
Pasta	35	46	+11
Hot dogs	na	42	--
American regional cuisine	36	na	--
Hamburgers with wide variety of toppings and offers alcoholic beverages	33	34	+1
Premium, hand-dipped ice cream	32	34	+2
Oriental fast food	25	29	+4
Diet or lite menu items	26	29	+3
Freshly baked cookies	29	26	-3
Gourmet, ready-to-eat take out foods	18	21	+3
Marinated, broiled or Mexican style chicken	17	20	+3
Spicy, cajun-style cooking	14	18	+4
Display cooking in front of patrons	12	13	+1
Mesquite grilling	5	9	+4
Sushi or sashimi	7	5	-2
Number of Interviews	(2069)	(2021)	

na = not asked.

GROUPS LIKELY TO PATRONIZE

SPECIALTY RESTAURANTS, 1986

- Bakery items such as croissants, muffins, cinnamon bars
  - 18-34 year olds (63%)
  - College graduates (55%)
  - Incomes of $30,000 and over (56%)
  - Women employed full-time (52%)
  - Residents of the West (57%) and East (54%)
- Pizza delivery
  - 18-24 year olds (73%)
  - At least a high school education (50%)
  - Incomes of $20,000 and over (51%)
  - Women employed outside the home (52%)
  - Residents of the West (51%) and Midwest (50%)
- Barbeque
  - Men (51%)
  - 18-24 years of age (59%)
  - Women employed full-time (49%)
  - Residents of the South (59%)

GROUPS LIKELY TO PATRONIZE SPECIALTY RESTAURANTS, 1986

- Pasta
  - Whites (48%)
  - 18-34 year olds (55%)
  - College graduates (59%)
  - Incomes of $30,000 and over (55%)
  - Women employed full-time (49%)
  - Residents of the East (52%)

- Hot dogs
  - Non-whites (51%)
  - Men (48%)
  - 18-24 years of age (53%)
  - Residents of the Midwest (44%)

- Hamburgers with various toppings and offer alcoholic beverages
  - Men (37%)
  - 18-34 year olds (41%)
  - College graduates (40%)
  - Incomes of $30,000 and over (39%)
  - Women employed full-time (37%)

- Premium, hand-dipped ice cream
  - 18-49 year olds (37%)
  - Those who are married (36%)
  - College graduates (44%)
  - Women employed outside the home (37%)

GROUPS LIKELY TO PATRONIZE

SPECIALTY RESTAURANTS, 1986

- Diet or lite menu items
  - Women (31%), especially those employed full-time (38%)
  - At least a high school education (30%)
  - Residents of the Midwest (34%)
- Oriental fast food
  - 18-24 year olds (38%)
  - Not married (34%)
  - College graduates (34%)
  - Women employed full-time (36%)
  - Residents of the West (35%)
- Freshly baked cookies
  - 18-24 year olds (31%)
  - Incomes of $20,000 and more (29%)
  - Working women (34%)
- Gourmet, ready-to-eat take out food
  - Non-whites (28%)
  - 18-24 year olds (25%)
  - At least a high school education (21%)
- Marinated, broiled or Mexican-style chicken
  - 18-49 years of age (24%)
  - College graduates (28%)
  - Residents of the West (30%)

GROUPS LIKELY TO PATRONIZE

SPECIALTY RESTAURANTS, 1986

- Spicy, cajun-style cooking
  - Non-whites (27%)
  - 18-34 year olds (23%)
  - College graduates (23%)
  - Residents of the South (22%)

- Display cooking in front of patrons
  - College graduates (17%)
  - Incomes of $20,000 and more (15%)
  - Working women (15%)

- Mesquite grilling
  - College graduates (12%)
  - Incomes of $30,000 and more (13%)
  - Residents of the West (15%)

- Sushi or Sashimi
  - College graduates (10%)
  - Women employed full-time (7%)
  - Residents of the West (10%)

DEMOGRAPHIC CHARACTERISTICS OF CONSUMERS PATRONIZING SPECIALTY RESTAURANTS

	Bakery Items	Pizza Deilvery	Barbe-que	Pasta	Hot Dogs	Ham burgers	Ice Cream	Diet/ Lite	Oriental	Fresh Cookies	Gourmet Take-Out	Chicken	Cajun	Display Cooking	Mes-quite	Sushi	No. of Inter-views
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Total	49	47	47	46	42	34	34	29	29	26	21	20	18	13	9	5	(2021)
Sex																	
Male	50	48	51	47	48	37	35	26	28	24	20	22	20	14	9	6	(998)
Female	48	46	44	45	37	31	33	31	30	28	21	19	16	13	9	4	(1023)
Race																	
White	48	48	46	48	41	34	35	29	28	25	20	20	16	13	8	5	(1779)
Non-white	51	42	54	30	51	38	30	28	34	31	28	19	27	16	9	9	(239)
Age																	
18 to 24 years	56	73	59	57	53	45	38	30	38	32	25	26	26	14	9	5	(287)
25 to 34 years	52	58	52	54	48	39	38	30	32	30	20	26	20	17	12	8	(540)
35 to 49 years	50	49	44	48	40	34	37	31	29	29	20	21	18	12	9	6	(613)
50 to 64 years	43	29	41	37	36	27	31	26	22	20	20	14	14	11	6	5	(347)
65 years or older	41	22	43	29	34	22	25	25	22	16	20	12	9	10	5	3	(208)
Marital Status																	
Married	47	46	46	46	41	32	36	29	26	26	19	20	17	13	9	5	(1319)
Single	52	49	49	46	44	37	31	29	34	26	23	21	19	13	8	7	(702)
Education																	
College graduate	55	52	44	59	39	40	44	33	34	32	20	28	23	17	12	10	(537)
High school graduate	50	50	49	47	43	34	35	29	30	27	22	20	16	14	8	5	(1239)
Less than high school graduate	40	35	45	30	43	30	24	24	19	18	18	15	17	8	6	2	(240)
Annual Household Income																	
$30,000 or more	56	52	49	55	43	39	40	32	33	29	21	27	21	15	13	8	(763)
$20,000 to $29,999	47	50	48	46	44	29	38	30	27	31	20	22	18	14	7	6	(415)
$15,000 to $19,999	47	45	50	49	43	40	33	32	34	26	20	19	19	11	8	4	(237)
Under $15,000	46	41	45	34	39	31	26	23	21	18	22	14	16	10	5	3	(389)
Women's Employment Status																	
Employed full-time	52	52	49	49	39	37	38	38	36	35	22	21	20	15	10	7	(449)
Employed part-time	41	50	37	43	34	31	34	29	30	34	18	18	15	14	9	4	(144)
Not employed	46	38	42	41	36	26	29	26	24	20	20	17	12	10	8	3	(428)
Region																	
East	54	45	33	52	42	32	36	26	32	30	19	17	17	11	6	8	(514)
New England	54	47	30	66	38	28	34	29	37	29	14	16	19	10	5	8	(121)
Middle Atlantic	53	45	34	48	43	34	36	25	31	30	20	17	16	11	7	8	(343)
Midwest	46	50	46	47	44	36	33	34	27	23	23	17	14	14	5	2	(527)
East Central	45	56	45	50	49	34	37	35	28	25	25	19	18	14	5	2	(319)
West Central	47	39	49	42	36	38	28	32	24	20	20	14	9	13	5	2	(208)
South	42	44	59	39	41	32	33	28	23	23	21	19	22	13	9	3	(606)
Southeast	43	45	60	40	46	33	35	29	24	24	23	15	21	14	7	4	(382)
Southwest	41	42	58	38	32	32	28	26	22	23	18	27	23	11	13	3	(224)
West	57	51	49	47	42	38	36	27	35	29	19	30	17	15	15	10	(374)
Rocky Mountain	46	56	41	38	28	39	35	28	29	23	15	26	19	12	11	3	(102)
Pacific	61	48	52	51	47	37	36	27	37	32	20	32	16	16	17	12	(272)

A comparison of the characteristics of those who tried these specialty restaurants in 1985 and 1986 reveals why many of these concepts have experienced increased popularity. For example, the incidence of patronage of barbecue specialty restaurants among midwesterners increased a substantial 18 percentage points--from 28 percent in 1985 to 46 percent in 1986. The proportion of all consumers who reported they recently patronized a barbecue place was also up, although the gain was a smaller 13 percentage points.

Fewer 18 to 24 year olds and singles patronized freshly baked cookie establishments in 1986 than in 1985, and this affected overall patronage of this concept. More than four out of 10 young adults visited a restaurant featuring cookies in 1985, but only three out of 10 did so in 1986. Although the drop in patronage for singles was not as great, it was still substantial--34 percent in 1985 compared to 26 percent in 1986. Overall patronage at these places fell three percentage points.

The table on the next page provides additional information for selected demographic segments and concepts.

SELECTED DEMOGRAPHIC CHANGES IN

CONSUMER PATRONAGE OF SPECIALTY RESTAURANTS

Specialty Restaurant	1985	1986	% Point Difference
Barbecue			
East	32	49	+17
Midwest	28	46	+18
Pasta			
Midwest	33	47	+14
West	36	47	+11
South	28	39	+11
Pizza delivery			
18-24 year olds	62	73	+11
Working women	43	51	+8
Hamburgers with a wide variety of toppings and offers alcoholic beverages			
18-34 year olds	44	41	-3
Income $30,000 or more	42	39	-3
Single	40	37	-3
Premium hand dipped ice cream			
18-24 year olds	42	38	-4
25-34 year olds	32	38	+6
35-49 year olds	35	37	+2
50-65 year olds	28	31	+3
65 and over	22	25	+3
Freshly baked cookies			
18-24 year olds	44	32	-12
Single	34	26	-8
Oriental fast food			
18-24 year olds	32	38	+6
Singles	30	34	+4
Working women	29	34	+5
Diet or lite menu items			
Working women	33	34	+1
Men	22	26	+4
18-24 year olds	23	30	+7

SELECTED DEMOGRAPHIC CHANGES IN

CONSUMER PATRONAGE OF SPECIALTY RESTAURANTS

(Continued)

Specialty Restaurant	1985	1986	% Point Difference
Mesquite grilling			
East	4	6	+2
Midwest	2	5	+3
25-34 year olds	6	12	+6
Married	4	9	+5
Marinated, broiled or Mexican style chicken			
East	13	17	+4
Midwest	14	17	+3
25-34 year olds	21	26	+5
Married	15	20	+5
Spicy, Cajun style cooking			
East	13	17	+4
Midwest	11	14	+3
18-24 year olds	18	26	+8
Non-whites	20	27	+7

SECTION II: LIKELIHOOD OF TRYING SPECIALTY RESTAURANTS

SECTION II

LIKELIHOOD OF TRYING SPECIALTY RESTAURANTS

Survey participants were also asked how likely they would be to try these 16 specialty concepts in the future. Only those adults who had not patronized each type of specialty restaurant in 1986 were asked about their future behavior. Again this year, consumers expressed the most interest in trying premium hand dipped ice cream (39 percent) and barbecue specialty restaurants (35 percent). Slightly fewer were willing to try freshly baked cookies (31 percent).

Approximately one-fourth of the consumers surveyed were willing to try pasta (27 percent), pizza delivery (26 percent) and bakery items (26 percent). About one in five said they would be likely to try hamburgers with a variety of toppings and offers alcoholic beverages (22 percent), gourmet, ready-to-eat take out foods (22 percent) and display cooking in front of patrons (21 percent).

The other concepts were likely to be tried by fewer of the adults questioned. Slightly less than one out of five said they were likely to try Oriental fast food (19 percent), diet or lite menu items (18 percent) or marinated, broiled or Mexican style chicken (18 percent). About 15 percent said they were likely to try spicy, Cajun style cooking, mesquite grilling or hot dogs. Only 8 percent indicated they were likely to try sushi or sashimi in the future.

The tables on the following pages present information on the likelihood of trying the 16 specialty restaurants and changes in responses since 1985. Data on the demographic segments most likely to try each concept in 1986 are also provided.

LIKELIHOOD OF TRYING SPECIALTY RESTAURANTS, 1986
(Based on those who have not eaten each at in past 3 months)

	Very Likely				Very Unlikely	Don't			No. of
	5	4	3	2	1	Know	Total	Mean # Rating	Interviews
	%	%	%	%	%	%	%		
Primium, hand-dipped ice cream	27	12	16	12	32	1	100	2.9	(1291)
Barbecue	20	16	21	9	33	1	100	2.8	(1064)
Freshly baked cookies	21	10	16	11	40	2	100	2.6	(1467)
Pasta	14	13	15	12	44	2	100	2.4	(1042)
Hamburgers with toppings and offers alcoholic beverages	11	10	15	14	49	1	100	2.2	(1300)
Pizza delivery	14	11	12	12	49	2	100	2.3	(1019)
Display cooking in front of patrons	12	9	18	11	48	2	100	2.2	(1738)
Oriental fast food	10	10	13	11	55	1	100	2.0	(1400)
Gourmet, ready-to-eat take out foods	13	9	18	16	43	1	100	2.3	(1592)
Diet or lite menu items	8	10	17	12	51	2	100	2.1	(1418)
Marinated, broiled or Mexican-style chicken	9	9	14	12	56	*	100	2.0	(1583)
Spicy, cajun-style cooking	9	6	12	12	60	1	100	1.9	(1640)
Mesquite grilling	7	7	10	11	60	5	100	1.8	(1839)
Sushi or sashimi	4	3	6	8	77	2	100	1.5	(1891)
Bakery items such as croissants, muffins, cinnamon bars	15	11	21	14	37	2	100	2.5	(1011)
Hot dogs	8	6	15	12	58	1	100	1.9	(1168)

* Less than one-half of one percent.

PROPORTIONS LIKELY TO TRY SPECIALTY RESTAURANTS, 1986

Specialty Establishments	Proportion of Non-Patrons Very Likely (5 or 4) to Try Establishment in Future		
	1985	1986	% Point Difference
	%	%	
Premium, hand-dipped ice cream	37	39	+2
Barbeque	35	35	0
Freshly baked cookies	30	31	+1
Pasta	28	27	-1
American regional cuisine	27	na	--
Hamburgers with toppings and offers alcoholic beverages	24	22	-2
Pizza delivery	24	26	+2
Display cooking in front of patrons	22	21	-1
Oriental fast food	21	19	-2
Gourmet, ready-to-eat take out foods	20	22	+2
Diet/lite menu items	19	18	-1
Marinated, broiled or Mexican-style chicken	17	18	+1
Spicy, cajun-style cooking	16	15	-1
Mesquite grilling	12	14	+2
Sushi/sashimi	8	8	0
Bakery items such as croissants, muffins, cinnamon bars	na	26	--
Hot dogs	na	14	--

na = not asked.

GROUPS MOST LIKELY TO TRY SPECIALTY RESTAURANTS, 1986

- Premium, hand-dipped ice cream
  - 18-49 year olds (46%)
  - At least high school graduates (41%)
  - Women employed full-time (44%)

- Barbecue
  - 18-34 year olds (49%)
  - At least high school graduates (37%)
  - Residents of the Midwest (38%) and West (37%)

- Freshly baked cookies
  - Women (34%)
  - 18-24 year olds (44%)

- Pasta
  - Whites (28%)
  - 18-24 year olds (52%)
  - At least high school graduates (31%)
  - Working women (32%)

GROUPS MOST LIKELY TO TRY SPECIALTY RESTAURANTS, 1986

- Pizza delivery
  - Women (28%)
  - 18-24 year olds (56%)
  - Residents of the Midwest (35%)

- Bakery items such as croissants, muffins, and cinnamon bars
  - Non-whites (29%)
  - Women (29%)
  - 18-34 year olds (35%)
  - Women employed full-time (32%)

- Hamburgers with toppings and offers alcoholic beverages
  - Whites (23%)
  - 18-34 year olds (33%)
  - At least a high school education (25%)
  - Residents of the Midwest (26%)

- Gourmet, ready-to-eat take out food
  - 18-34 year olds (27%)
  - At least a high school education (24%)
  - Women employed full time (27%)

- Display cooking in front of patrons
  - Whites (21%)
  - 18-34 year olds (26%)
  - Working women (24%)

GROUPS MOST LIKELY TO TRY SPECIALTY RESTAURANTS, 1986

- Oriental fast food
  - Women (21%)
  - 18-34 years of age (25%)
  - College graduates (24%)

- Diet or lite menu items
  - Women (24%), particularly those employed part-time (32%)
  - Residents of the South (20%)

- Marinated, broiled or Mexican-style chicken
  - 18-34 year olds (26%)
  - College graduates (22%)
  - Working women (20%)
  - Residents of the West (20%)

- Spicy, cajun-style cooking
  - Men (18%)
  - 18-24 years of age (20%)
  - College graduates (20%)

- Mesquite grilling
  - Whites (15%)
  - Men (16%)
  - College graduates (18%)
  - Residents of the West (20%)

GROUPS MOST LIKELY TO TRY SPECIALTY RESTAURANTS, 1986

- Hot dogs
  - 18-24 year olds (25%)
  - Non-whites (22%)
  - Residents of the South (17%)

- Sushi/Sashimi
  - 18-24 year olds (10%)
  - College graduates (10%)

PROPORTIONS LIKELY TO TRY SPECIALTY RESTAURANTS BY DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENT

	Ice Cream	Barbe-cue	Fresh Cookies	Pasta	Pizza Delivery	Bakery Items	Ham-burgers	Gourmet Take-out	Display Cooking	Oriental	Diet/ Lite	Chicken	Cajon	Mes-quite	Hot Dogs	Sushi/ sashimi
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total Have Not Tried Recently	39	35	31	27	26	26	22	22	21	19	18	18	15	14	14	8
Sex																
Male	38	35	28	27	23	23	23	21	19	17	12	17	18	16	14	9
Female	40	35	34	27	28	29	20	24	22	21	24	18	12	13	13	7
Race																
White	39	35	31	28	26	26	23	22	21	19	19	18	15	15	13	8
Non-white	41	38	32	23	25	29	15	24	17	20	16	17	15	11	22	7
Age																
18 to 24 years	48	53	44	52	56	38	32	27	25	24	21	25	20	18	25	10
25 to 34 years	46	46	36	30	31	34	34	28	26	26	21	26	18	18	12	6
35 to 49 years	45	38	31	30	26	29	21	23	22	18	22	18	17	18	15	9
50 to 64 years	30	26	21	20	22	18	12	18	15	17	12	10	10	10	11	6
65 years and older	27	15	24	14	14	16	12	15	12	12	17	8	7	6	8	7
Education																
College graduate	39	34	29	30	25	27	23	25	22	24	18	22	20	18	10	10
High school graduate	41	38	31	31	24	27	26	23	21	19	19	19	14	14	14	7
Less than high school graduate	35	29	33	19	28	24	11	18	19	18	16	11	12	12	16	7
Annual Household Income																
$30,000 or more	42	36	31	28	25	28	26	24	21	20	20	19	17	18	13	9
$20,000-$29,999	42	39	34	31	31	32	21	24	26	21	19	20	18	15	10	7
$15,000-$19,999	40	35	28	35	31	30	18	25	26	24	19	22	17	14	13	8
Under $15,000	37	33	32	24	23	20	18	20	16	17	18	14	10	12	15	8
Women's Employment Status																
Employed full-time	44	34	34	31	23	32	21	27	24	23	25	21	12	13	14	7
Employed part-time	41	38	29	32	33	25	26	23	25	26	32	19	12	13	14	7
Not employed	37	35	34	23	31	27	18	22	19	19	22	15	13	12	13	7
Region																
East	38	33	32	32	23	30	21	24	20	22	16	16	12	12	13	7
New England	35	31	29	31	24	24	22	27	23	24	18	27	20	19	8	13
Middle Atlantic	39	33	34	32	22	32	21	23	19	21	16	13	10	9	15	5
Midwest	43	38	28	31	35	21	26	20	24	19	19	18	16	13	13	8
East Central	42	40	30	31	35	23	26	18	24	19	17	16	14	14	12	8
West Central	46	34	27	31	35	18	25	24	24	19	23	21	19	11	14	8
South	41	34	33	22	26	29	21	23	19	18	20	16	16	14	17	7
Southeast	39	38	33	24	27	29	18	24	21	19	27	17	16	13	18	9
Southwest	43	29	32	20	23	28	24	21	15	15	9	14	15	18	16	9
West	32	37	29	26	16	23	19	23	19	21	17	20	14	20	10	8
Rocky Mountain	35	46	32	29	25	26	19	18	19	21	17	20	14	20	10	8
Pacific	31	32	27	24	14	21	19	24	20	19	14	18	15	19	10	6

The following table presents information on the proportion of adults who have either tried or are likely to try each of the 16 concepts. Over half have recently tried or are likely to try restaurants specializing in barbecue (66 percent), bakery items (62 percent), pizza delivery (61 percent), pasta (61 percent) or premium hand dipped ice cream (60 percent).

Three of the concepts were tried or likely to be tried by about one out of two adults surveyed, including hot dogs (50 percent), freshly baked cookies (49 percent) and hamburgers with a variety of toppings and offers alcoholic beverages (48 percent). Other popular specialties are Oriental fast food (43 percent), diet or lite menu items (42 percent) and gourmet, ready-to-eat take out foods (39 percent). Approximately, three in 10 reported patronizing or likely to patronize establishments specializing in marinated, broiled or Mexican style chicken (34 percent), display cooking in front of patrons (31 percent) or spicy, Cajun-style cooking (30 percent). Only 8 percent of the consumers questioned had tried or were likely to try sushi or sashimi.

These results indicate that consumers were more likely to have patronized or were willing to patronize specialty restaurants this year. Four of the concepts show substantial increases over 1985, barbecue (up 9 percentage points), pasta (up 8 percentage points), pizza delivery and mesquite grilling (up 6 percentage points each). In addition, the two concepts added to the 1986 survey, bakery items and hot dogs appear to be very popular with consumers.

PROPORTION WHO HAVE TRIED OR ARE LIKELY TO TRY
EACH SPECIALTY RESTAURANT

	Proportions Who Have Tried or Are Very Likely to Try Each Type of Restaurant		
	1985	1986	% Point Difference
	%	%	
Barbecue	57	66	+9
Bakery items such as croissants, muffins, cinnamon bars	na	62	--
Pizza delivery	55	61	+6
Pasta	53	61	+8
Premium, hand-dipped ice cream	57	60	+3
American regional cuisine	53	na	--
Hog dogs	na	50	--
Freshly baked cookies	50	49	-1
Hamburgers with toppings and offers alcoholic beverages	48	48	0
Oriental fast food	40	43	+3
Diet or lite menu items	40	42	+2
Gourmet, read-to-eat take out foods	34	39	+5
Marinated, broiled, or Mexican-style chicken	32	34	+2
Display cooking in frong of patrons	31	31	0
Spicy, cajun-style cooking	27	30	+3
Mesquite grilling	16	22	+6
Sushi or sashimi	14	12	-2

na = not asked.

DETAILED TABLES

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)A. FRESHLY BAKED COOKIES

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MAR-RIED	NOT MAR-RIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	844	365	479	714	129	157	229	244	132	72	531	313	100	246	358	139
	26.0	23.9	27.9	25.2	31.4	32.2	29.9	28.7	20.2	16.0	25.7	26.5	20.1	23.5	28.8	31.4
NO	2403	1164	1239	2117	283	330	537	605	522	377	1533	870	398	802	883	302
	74.0	76.1	72.1	74.7	68.9	67.8	70.1	71.2	79.8	84.0	74.2	73.5	79.9	76.5	71.2	68.2
DON'T KNOW	2	2	-	2	-	-	-	2	-	-	2	-	-	-	-	2
	.1	.1		.1				.2			.1					.5
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0001

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)A. FRESHLY BAKED COOKIES

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	844	208	513	122	308	195	104	138	243	74	161
	26.0	31.7	26.9	18.1	28.8	30.7	26.0	18.5	34.8	33.5	20.2
NO	2403	448	1394	552	761	441	296	608	455	147	635
	74.0	68.3	73.0	82.0	71.1	69.3	74.0	81.6	65.2	66.5	79.8
DON'T KNOW	2	-	2	-	2	-	-	-	-	-	-
	.1		.1		.2						
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0033

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)A. FRESHLY BAKED COOKIES

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	844	245	55	190	191	125	66	225	144	81	184	41	143	264	314	266
	26.0	29.7	29.3	29.8	23.2	25.2	20.2	23.3	23.5	23.1	29.0	22.7	31.6	29.8	30.0	20.3
NO	2403	581	134	448	632	371	261	739	469	270	450	140	310	622	734	1046
	74.0	70.3	71.3	70.2	76.8	74.8	79.8	76.6	76.4	77.1	71.0	77.3	68.4	70.1	70.0	79.7
DON'T KNOW	2	-	-	-	-	-	-	2	2	-	-	-	-	2	-	-
	.1							.2	.3					.2		
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0065

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)B. PREMIUM, HAND-DIPPED ICE CREAM

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1112	541	570	986	125	183	290	312	201	113	743	369	130	334	470	174
	34.2	35.4	33.2	34.8	30.4	37.6	37.9	36.7	30.7	25.2	36.0	31.2	26.1	31.9	37.9	39.3
NO	2134	987	1147	1845	287	304	475	537	453	336	1321	813	368	714	770	267
	65.7	64.5	66.8	65.1	69.8	62.4	62.0	63.2	69.3	74.8	64.0	68.7	73.9	68.1	62.0	60.3
DON'T KNOW	2	2	-	2	-	-	-	2	-	-	2	-	-	-	-	2
	.1	.1		.1				.2			.1					.5
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0002

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)8. PREMIUM, HAND-DIPPED ICE CREAM

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	1112	286	664	162	425	243	132	193	262	74	234
	34.2	43.6	34.8	24.1	39.7	38.2	33.0	25.9	37.5	33.5	29.4
NO	2134	370	1243	511	644	393	268	552	436	147	562
	65.7	56.4	65.1	75.9	60.1	61.8	67.0	74.1	62.5	66.5	70.6
DON'T KNOW	2	-	2	-	2	-	-	-	-	-	-
	.1		.1		.2						
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0034

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)8. PREMIUM, HAND-DIPPED ICE CREAM

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1112	294	64	230	275	182	93	316	217	99	227	63	165	329	375	408
	34.2	35.6	34.0	36.1	33.4	36.7	28.4	32.7	35.3	28.3	35.8	34.8	36.4	37.1	35.8	31.1
NO	2134	532	124	408	548	313	235	648	396	252	407	119	288	557	672	905
	65.7	64.4	66.0	63.9	66.6	63.1	71.9	67.2	64.5	72.0	64.2	65.7	63.6	62.8	64.1	68.9
DON'T KNOW	2	-	-	-	- !	-	-	2	2	-	-	-	-	2	-	-
	.1							.2	.3					.2		
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0066

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)C. GOURMET, READY-TO-EAT TAKE OUT FOODS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	668	314	354	553	114	122	151	167	128	88	394	274	90	224	252	101
	20.6	20.5	20.6	19.5	27.7	25.1	19.7	19.6	19.6	19.6	19.1	23.2	18.1	21.4	20.3	22.8
NO	2571	1213	1358	2270	297	366	614	679	521	361	1662	909	408	822	983	340
	79.2	79.3	79.0	80.1	72.3	75.2	80.2	79.9	79.7	80.4	80.5	76.8	81.9	78.4	79.2	76.7
DON'T KNOW	9	3	6	9	-	-	-	4	5	-	9	-	-	1	6	2
	.3	.2	.3	.3				.5	.8		.4			.1	.5	.5
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0003

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)C. GOURMET, READY-TO-EAT TAKE OUT FOODS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	668	134	412	122	221	124	78	163	152	40	161
	20.6	20.4	21.6	18.1	20.6	19.5	19.5	21.9	21.8	18.1	20.2
NO	2571	522	1491	548	845	507	323	582	546	181	629
	79.2	79.6	78.1	81.4	78.9	79.7	80.8	78.1	78.2	81.9	79.0
DON'T KNOW	9	-	6	3	4	5	-	-	-	-	6
	.3		.3	.4	.4	.8					.8
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0035

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)C. GOURMET, READY-TO-EAT TAKE OUT FOODS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	668	155	27	128	191	124	66	202	140	63	121	27	93	235	213	220
	20.6	18.8	14.4	20.1	23.2	25.0	20.2	20.9	22.8	18.0	19.1	14.9	20.5	26.5	20.3	16.8
NO	2571	670	161	508	631	370	261	761	473	288	509	153	357	651	835	1085
	79.2	81.1	85.6	79.6	76.7	74.6	79.8	78.9	77.0	82.3	80.3	84.5	78.8	73.4	79.7	82.6
DON'T KNOW	9	2	-	2	1	1	-	2	2	-	4	1	3	2	-	7
	.3	.2		.3	.1	.2		.2	.3		.6	.6	.7	.2		.5
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0067

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)D. HAMBURGERS WITH A WIDE VARIETY OF BURGER TOPPINGS AND OFFERS ALCOHOLIC BEVERAGES

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1109	571	538	952	156	220	298	293	177	99	669	440	155	352	438	161
	34.1	37.3	31.3	33.6	38.0	45.2	38.9	34.5	27.1	22.0	32.4	37.2	31.1	33.6	35.3	36.3
NO	2129	954	1176	1871	255	265	464	555	476	350	1393	737	343	694	802	278
	65.5	62.4	68.5	66.0	62.0	54.4	60.6	65.3	72.8	78.0	67.5	62.3	68.9	66.2	64.6	62.8
DON'T KNOW	10	5	4	10	-	3	4	2	2	-	3	7	-	2	-	4
	.3	.3	.2	.4		.6	.5	.2	.3		.1	.6		.2		.9
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0004

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)D. HAMBURGERS WITH A WIDE VARIETY OF BURGER TOPPINGS AND OFFERS ALCOHOLIC BEVERAGES

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	1109	263	640	205	422	185	159	230	260	68	209
	34.1	40.1	33.5	30.5	39.4	29.1	39.8	30.9	37.2	30.8	26.3
NO	2129	392	1263	465	644	451	238	515	438	153	582
	65.5	59.8	66.2	69.1	60.1	70.9	59.5	69.1	62.8	69.2	73.1
DON'T KNOW	10	-	6	4	5	-	3	-	-	-	6
	.3		.3	.6	.5		.8				.5
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0036

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)D. HAMBURGERS WITH A WIDE VARIETY OF BURGER TOPPINGS AND OFFERS ALCOHOLIC BEVERAGES

		REGION											CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST				
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1109	266	53	214	292	169	123	313	202	112	238	70	167	347	382	380
	34.1	32.2	28.2	33.5	35.5	34.1	37.6	32.4	32.9	32.0	37.5	38.7	36.9	39.1	36.5	28.9
NO	2129	560	136	424	529	325	205	650	411	239	390	111	279	536	662	931
	65.5	67.8	72.3	66.5	64.3	65.5	62.7	67.4	66.9	68.3	61.5	61.3	61.6	60.4	63.2	70.9
DON'T KNOW	10	-	-	-	2	2	-	2	2	-	7	-	7	4	4	2
	.3				.2	.4		.2	.3		1.1		1.5	.5	.4	.2
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0068

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)E. SPICY, CAJUN STYLE COOKING

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	578	306	272	466	112	126	157	156	89	42	354	225	80	189	227	82
	17.8	20.0	15.8	16.4	27.3	25.9	20.5	18.4	13.6	9.4	17.1	19.0	16.1	18.0	18.3	18.5
NO	2665	1220	1445	2362	300	360	608	691	565	408	1709	956	418	859	1012	358
	82.1	79.7	84.1	83.4	73.0	73.9	79.4	81.3	86.4	90.9	82.8	80.8	83.9	82.0	81.5	80.8
DON'T KNOW	5	4	1	5	-	1	1	3	-	-	3	2	-	-	1	3
	.2	.3	.1	.2		.2	.1	.4			.1	.2			.1	.7
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0005

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)E. SPICY, CAJUN STYLE COOKING

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	578	150	311	116	226	111	76	118	142	33	97
	17.8	22.9	16.3	17.2	21.1	17.5	19.0	15.8	20.3	14.9	12.2
NO	2665	505	1593	557	842	525	324	627	555	188	700
	82.1	77.0	83.4	82.8	78.6	82.5	81.0	84.2	79.5	85.1	87.9
DON'T KNOW	5	1	4	-	3	-	-	-	1	-	-
	.2	.2	.2		.3				.1		
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0037

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)E. SPICY, CAJUN STYLE COOKING

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	578	141	36	105	119	88	30	210	130	80	109	35	74	191	212	175
	17.8	17.1	19.1	16.5	14.5	17.7	9.2	21.8	21.2	22.9	17.2	19.3	16.3	21.5	20.2	13.3
NO	2665	684	152	533	703	407	296	753	482	271	524	145	379	695	835	1135
	82.1	82.8	80.9	83.5	85.4	82.1	90.5	78.0	78.5	77.4	82.6	80.1	83.7	78.4	79.7	86.4
DON'T KNOW	5	1	1	-	1	-	1	2	2	-	1	1	-	2	1	2
	.2	.1	.5		.1		.3	.2	.3		.2	.6		.2	.1	.2
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0069

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)F. MARINATED, BROILED OR MEXICAN STYLE CHICKEN

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	659	337	322	580	78	127	202	179	89	52	412	247	89	211	252	103
	20.3	22.0	18.7	20.5	19.0	26.1	26.4	21.1	13.6	11.6	20.0	20.9	17.9	20.1	20.3	23.3
NO	2586	1191	1396	2252	332	360	563	669	564	397	1650	936	409	837	988	339
	79.6	77.8	81.3	79.5	80.8	73.9	73.5	78.7	86.2	88.4	79.9	79.1	82.1	79.9	79.6	76.5
DON'T KNOW	3	3	-	2	1	-	-	2	1	-	3	-	-	-	1	2
	.1	.2		.1	.2			.2	.2		.1				.1	.5
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0006

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)F. MARINATED, BROILED OR MEXICAN STYLE CHICKEN

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	659	181	378	100	286	142	75	104	149	39	134
	20.3	27.6	19.8	14.9	26.7	22.3	18.8	14.0	21.3	17.6	16.8
NO	2586	475	1529	573	784	494	325	642	549	183	662
	79.6	72.4	80.1	85.1	73.2	77.7	81.3	86.2	78.7	82.8	83.2
DON'T KNOW	3	-	3	-	2	-	-	-	-	-	-
	.1		.2		.2						
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0038

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)F. MARINATED, BROILED OR MEXICAN STYLE CHICKEN

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	659	140	31	108	138	93	45	187	92	95	193	47	146	203	257	198
	20.3	16.9	16.5	16.9	16.8	18.8	13.8	19.4	15.0	27.1	30.4	26.0	32.2	22.9	24.5	15.1
NO	2586	686	157	529	685	403	282	775	520	255	441	134	306	682	790	1115
	79.6	83.1	83.5	82.9	83.2	81.3	86.2	80.3	84.7	72.9	69.6	74.0	67.5	76.9	75.4	84.9
DON'T KNOW	3	-	-	-	-	-	-	3	3	-	-	-	-	3	-	-
	*							.3	.5					.3		
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0070

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)G. PASTA

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1491	724	767	1366	123	277	413	408	243	131	944	547	206	441	616	219
	45.9	47.3	44.6	48.2	29.9	56.9	53.9	48.0	37.2	29.2	45.7	46.2	41.4	42.1	49.6	49.4
NO	1755	805	951	1466	289	210	352	440	411	319	1119	636	292	607	624	222
	54.0	52.6	55.4	51.7	70.3	43.1	46.0	51.8	62.8	71.0	54.2	53.8	58.6	57.9	50.3	50.1
DON'T KNOW	2	2	-	2	-	-	-	2	-	-	2	-	-	-	-	2
	.1	.1		.1				.2			.1					.5
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0007

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)G. PASTA

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	1491	385	904	203	591	293	196	254	344	95	325
	45.9	58.7	47.4	30.2	55.2	46.1	49.0	34.1	49.3	43.0	40.8
NO	1755	271	1004	470	478	343	204	491	354	126	471
	54.0	41.3	52.6	69.8	44.6	53.9	51.0	65.9	50.7	57.0	59.2
DON'T KNOW	2	-	2	-	2	-	-	-	-	-	-
	.1		.1		.2						
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0039

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)G. PASTA

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1491	432	124	308	384	247	138	376	243	133	299	68	230	454	555	482
	45.9	52.3	66.0	48.3	46.7	49.8	42.2	39.0	39.6	38.0	47.2	37.6	50.8	51.2	53.0	36.7
NO	1755	394	64	330	439	249	190	587	370	217	335	113	222	432	493	831
	54.0	47.7	34.0	51.7	53.3	50.2	58.1	60.8	60.3	62.0	52.8	62.4	49.0	48.7	47.0	63.3
DON'T KNOW	2	-	-	-	-	-	-	2	2	-	-	-	-	2	-	-
	.1							.2	.3					.2		
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0071

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)H. ORIENTAL FAST FOOD

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	930	422	507	790	138	183	249	244	143	98	528	402	134	273	359	161
	28.6	27.6	29.5	27.9	33.6	37.6	32.5	28.7	21.9	21.8	25.6	34.0	26.9	26.0	28.9	36.3
NO	2317	1108	1209	2041	273	303	517	606	511	351	1537	780	364	774	882	282
	71.3	72.4	70.4	72.0	66.4	62.2	67.5	71.3	78.1	78.2	74.4	65.9	73.1	73.9	71.1	63.7
DON'T KNOW	2	-	2	2	-	2	-	-	-	-	-	2	-	2	-	-
	.1		.1	.1		.4						.2		.2		
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0008

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)H. ORIENTAL FAST FOOD

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	930	226	573	130	350	171	136	159	248	66	191
	28.6	34.5	30.0	19.3	32.7	26.9	34.0	21.3	35.5	29.9	24.0
NO	2317	430	1334	543	720	466	262	587	448	155	605
	71.3	65.5	69.9	80.7	67.2	73.3	65.5	78.8	64.2	70.1	76.0
DON'T KNOW	2	-	2	-	-	-	2	-	2	-	-
	.1		.1				.5		.3		
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0040

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)H. ORIENTAL FAST FOOD

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	636	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	930	265	69	196	219	139	80	226	149	78	220	52	168	328	351	250
	28.6	32.1	36.7	30.7	26.6	28.0	24.5	23.4	24.3	22.3	34.7	28.7	37.1	37.0	33.5	19.0
NO	2317	561	120	442	603	356	246	739	466	273	414	129	285	557	696	1063
	71.3	67.9	63.8	69.3	73.3	71.8	75.2	76.6	75.9	78.0	65.3	71.3	62.9	62.8	66.4	81.0
DON'T KNOW	2	-	-	-	2	-	2	-	-	-	-	-	-	2	-	-
	.1				.2		.6							.2		
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0072

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)I. SUSHI OR SASHIMI

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MAR-RIED	NOT MAR-RIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	177	99	77	139	37	25	58	47	32	13	95	81	27	51	65	32
	5.4	6.5	4.5	4.9	9.0	5.1	7.6	5.5	4.9	2.9	4.6	6.8	5.4	4.9	5.2	7.2
NO	3067	1426	1640	2690	373	462	707	800	621	437	1966	1100	471	996	1173	410
	94.4	93.2	95.5	95.0	90.8	94.9	92.3	94.1	95.0	97.3	95.2	93.0	94.6	95.0	94.5	92.6
DON'T KNOW	5	5	-	4	1	-	-	4	1	-	4	1	-	-	3	2
	.2	.3		.1	.2			.5	.2		.2	.1			.2	.5
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0039

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)I. SUSHI OR SASHIMI

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	177	64	94	17	85	36	15	23	46	10	22
	5.4	9.8	4.9	2.5	7.9	5.7	3.8	3.1	6.6	4.5	2.8
NO	3067	591	1811	657	982	600	385	722	652	211	775
	94.4	90.1	94.9	97.6	91.7	94.3	96.3	96.9	93.4	95.5	97.4
DON'T KNOW	5	1	4	-	4	-	-	-	-	-	-
	.2	.2	.2		.4						
NUMBER OF INTERVIEWS	2021	537	1239	240	703	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0041

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)I. SUSHI OR SASHIMI

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	177	66	16	50	17	12	5	33	24	9	60	5	55	71	67	39
	5.4	8.0	8.5	7.8	2.1	2.4	1.5	3.4	3.9	2.6	9.5	2.8	12.1	8.0	6.4	3.0
NO	3067	759	172	586	805	482	322	930	588	342	574	176	398	813	980	1273
	94.4	91.9	91.5	91.8	97.8	97.2	98.5	96.4	95.8	97.7	90.5	97.2	87.9	91.7	93.5	97.0
DON'T KNOW	5	1	-	1	1	1	-	3	3	-	-	-	-	3	1	1
	.2	.1		.2	.1	.2		.3	.5					.3	.1	.1
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0073

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)J. MESQUITE GRILLING

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	279	132	147	242	36	42	91	80	40	23	186	94	31	94	125	27
	8.6	8.6	8.6	8.5	8.8	8.6	11.9	9.4	6.1	5.1	9.0	7.9	6.2	9.0	10.1	6.1
NO	2962	1393	1569	2585	374	445	673	765	613	426	1875	1088	467	951	1113	416
	91.2	91.0	91.3	91.2	91.0	91.4	87.9	90.0	93.7	94.9	90.8	92.0	93.8	90.7	89.7	93.9
DON'T KNOW	7	5	1	6	1	-	1	4	1	-	5	2	-	3	3	-
	.2	.3	.1	.2	.2		.1	.5	.2		.2	.2		.3	.2	
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0010

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)J. MESQUITE GRILLING

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	279	80	159	41	141	46	30	39	66	19	62
	8.6	12.2	8.3	6.1	13.2	7.2	7.5	5.2	9.5	8.6	7.8
NO	2962	574	1747	631	927	590	369	704	631	202	734
	91.2	87.5	91.5	93.8	86.6	92.8	92.3	94.5	90.4	91.4	92.2
DON'T KNOW	7	3	3	1	3	-	1	2	1	-	-
	.2	.5	.2	.1	.3		.3	.3	.1		
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0042

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)J. MESQUITE GRILLING

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	279	53	9	44	41	25	16	88	44	44	97	20	77	83	128	69
	8.6	6.4	4.8	6.9	5.0	5.0	4.9	9.1	7.2	12.6	15.3	11.0	17.0	9.4	12.2	5.3
NO	2962	772	180	592	780	471	310	873	567	306	537	161	376	803	917	1242
	91.2	93.5	95.7	92.8	94.8	95.0	94.8	90.5	92.3	87.4	84.7	89.0	83.0	90.5	87.5	94.6
DON'T KNOW	7	2	-	2	1	-	1	4	4	-	-	-	-	1	3	3
	.2	.2		.3	.1		.3	.4	.7					.1	.3	.2
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0074

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)K. BARBECUE

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1535	782	753	1313	220	286	402	371	267	193	958	576	205	491	612	220
	47.3	51.1	43.8	46.3	53.5	58.7	52.5	43.6	40.8	43.0	46.4	48.7	41.2	46.9	49.3	49.7
NO	1713	749	965	1519	191	201	364	479	387	256	1107	606	293	557	629	223
	52.7	49.0	56.2	53.6	46.5	41.3	47.5	56.4	59.2	57.0	53.6	51.2	58.8	53.1	50.7	50.3
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0011

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)K. BARBECUE

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	1535	290	936	305	527	307	201	333	339	82	331
	47.3	44.2	49.0	45.3	49.2	48.3	50.3	44.7	48.6	37.1	41.6
NO	1713	366	973	369	544	329	199	412	359	139	465
	52.7	55.8	51.0	54.8	50.8	51.7	49.8	55.3	51.4	62.9	58.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0043

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)K. BARBECUE

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1535	272	57	215	382	221	161	571	368	202	310	75	235	446	501	588
	47.3	32.9	30.3	33.7	46.4	44.6	49.2	59.2	59.9	57.7	48.9	41.4	51.9	50.3	47.8	44.8
NO	1713	554	131	423	441	275	166	394	246	148	324	106	218	442	547	725
	52.7	67.1	69.7	66.3	53.6	55.4	50.8	40.8	40.1	42.3	51.1	58.6	48.1	49.8	52.2	55.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0075

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)L. DIET OR LITE MENU ITEMS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	932	399	533	817	115	144	226	264	172	114	593	340	146	283	370	128
	28.7	26.1	31.0	28.8	28.0	29.6	29.5	31.1	26.3	25.4	28.7	28.7	29.3	27.0	29.8	28.9
NO	2314	1131	1183	2015	297	343	540	586	482	335	1471	843	352	764	870	315
	71.2	73.9	68.9	71.1	72.3	70.4	70.5	68.9	73.7	74.6	71.2	71.3	70.7	72.9	70.1	71.1
DON'T KNOW	1	-	1	1	-	-	-	-	-	-	1	-	-	1	-	-
	*		.1	*							*			.1		
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
(*= PERCENT LESS THAN .05)
0012

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)L. DIET OR LITE MENU ITEMS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	932	218	550	163	345	189	129	168	264	64	204
	28.7	33.2	28.8	24.2	32.2	29.7	32.3	22.6	37.8	29.0	25.6
NO	2314	437	1359	510	725	447	272	577	433	157	592
	71.2	66.6	71.2	75.8	67.7	70.3	68.0	77.4	62.0	71.0	74.4
DON'T KNOW	1	1	-	-	-	-	-	-	1	-	-
	*	.2							.1		
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
(*= PERCENT LESS THAN .05)
0044

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)L. DIET OR LITE MENU ITEMS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	932	214	54	160	278	175	103	268	176	92	172	50	123	264	312	356
	28.7	25.9	28.7	25.1	33.8	35.3	31.5	27.8	28.7	26.3	27.1	27.6	27.2	29.8	29.8	27.1
NO	2314	612	134	478	544	320	224	697	439	259	462	131	330	623	735	956
	71.2	74.1	71.3	74.9	66.1	64.5	68.5	72.2	71.5	74.0	72.9	72.4	72.8	70.2	70.1	72.8
DON'T KNOW	1	-	-	-	1	1	-	-	-	-	-	-	-	1	-	-
	*				.1	.2								.1		
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
(** PERCENT LESS THAN .05)
0076

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G0826096
APRIL, 1986

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)M. PIZZA DELIVERY

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1524	741	783	1349	174	355	445	415	192	97	945	579	169	431	665	254
	46.9	48.4	45.6	47.6	42.3	72.9	58.1	48.8	29.4	21.6	45.8	48.9	33.9	41.1	53.6	57.3
NO	1723	789	934	1482	237	132	319	435	463	352	1118	604	329	617	574	189
	53.0	51.6	54.4	52.3	57.7	27.1	41.6	51.2	70.8	78.4	54.1	51.1	66.1	58.9	46.3	42.7
DON'T KNOW	2	-	2	2	-	-	2	-	-	-	2	-	-	-	2	-
	.1		.1	.1			.3				.1				.2	
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0013

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)M. PIZZA DELIVERY

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	1524	341	948	233	557	320	180	305	365	110	305
	46.9	52.0	49.7	34.6	52.0	50.3	45.0	40.9	52.3	49.8	38.3
NO	1723	314	959	440	513	316	219	440	333	110	491
	53.0	47.9	50.2	65.4	47.9	49.7	54.8	59.1	47.7	49.8	61.7
DON'T KNOW	2	-	2	-	-	-	2	-	-	2	-
	.1		.1				.5			.9	
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0045

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)M. PIZZA DELIVERY

		REGION														
		EAST			MID-WEST			SOUTH			WEST			CITY SIZE		
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1524	373	89	285	408	278	129	422	275	147	321	102	219	458	547	519
	46.9	45.2	47.3	44.7	49.6	56.0	39.4	43.7	44.8	42.0	50.6	56.4	48.3	51.6	52.2	39.5
NO	1723	453	100	353	415	217	198	543	340	203	311	77	234	430	501	792
	53.0	54.8	53.2	55.3	50.4	43.8	60.6	56.3	55.4	58.0	49.1	42.5	51.7	48.5	47.8	60.3
DON'T KNOW	2	-	-	-	-	-	-	-	-	-	2	2	-	-	-	2
	.1										.3	1.1				.2
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0077

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)N. DISPLAY COOKING IN FRONT OF PATRONS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248 100.0	1530 100.0	1718 100.0	2833 100.0	411 100.0	487 100.0	766 100.0	850 100.0	654 100.0	449 100.0	2065 100.0	1183 100.0	498 100.0	1048 100.0	1241 100.0	443 100.0
SPECIALIZES IN																
YES	426 13.1	211 13.8	216 12.6	360 12.7	66 16.1	68 14.0	127 16.6	100 11.8	72 11.0	44 9.8	267 12.9	159 13.4	59 11.8	140 13.4	158 12.7	65 14.7
NO	2820 86.8	1318 86.1	1502 87.4	2471 87.2	346 84.2	420 86.2	638 83.3	750 88.2	583 89.1	403 89.8	1796 87.0	1024 86.6	439 88.2	906 86.5	1082 87.2	378 85.3
DON'T KNOW	2 .1	2 .1	-	2 .1	-	-	-	-	-	2 .4	2 .1	-	-	2 .2	-	-
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0014

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)N. DISPLAY COOKING IN FRONT OF PATRONS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	426	110	261	56	164	92	45	75	105	32	78
	13.1	16.8	13.7	8.3	15.3	14.5	11.3	10.1	15.0	14.5	9.8
NO	2820	544	1648	617	905	545	355	671	593	189	719
	86.8	82.9	86.3	91.7	84.5	85.7	88.8	90.1	85.0	85.5	90.3
DON'T KNOW	2	2	-	-	2	-	-	-	-	-	-
	.1	.3			.2						
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0046

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)N. DISPLAY COOKING IN FRONT OF PATRONS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	426	88	18	71	115	72	43	127	88	39	96	21	74	133	134	159
	13.1	10.7	9.6	11.1	14.0	14.5	13.1	13.2	14.3	11.1	15.1	11.6	16.3	15.0	12.8	12.1
NO	2820	736	171	565	708	424	284	838	526	312	538	160	378	754	912	1154
	86.8	89.1	91.0	88.6	86.0	85.5	86.9	86.8	85.7	89.1	84.9	88.4	83.4	85.0	87.0	87.9
DON'T KNOW	2	2	-	2	-	-	-	-	-	-	-	-	-	-	2	-
	.1	.2		.3											.2	
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0078

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)0. BAKERY ITEMS SUCH AS CROISSANTS, MUFFINS, CINNAMON BARS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1587	769	817	1375	209	274	400	425	284	186	972	615	242	505	602	231
	48.9	50.3	47.6	48.5	50.9	56.3	52.2	50.0	43.4	41.4	47.1	52.0	48.6	48.2	48.5	52.1
NO	1659	761	899	1455	202	213	365	425	370	263	1091	568	256	543	637	212
	51.1	49.7	52.3	51.4	49.1	43.7	47.7	50.0	56.6	58.6	52.8	48.0	51.4	51.8	51.3	47.9
DON'T KNOW	2	-	2	2	-	-	-	-	-	-	2	-	-	-	2	-
	.1		.1	.1							.1				.2	
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0015

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)0. BAKERY ITEMS SUCH AS CROISSANTS, MUFFINS, CINNAMON BARS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	1587	359	956	270	594	299	187	343	360	91	366
	48.9	54.7	50.1	40.1	55.5	47.0	46.8	46.0	51.6	41.2	46.0
NO	1659	296	951	403	477	337	213	402	338	130	428
	51.1	45.1	49.8	59.9	44.5	53.0	53.3	54.0	48.4	58.8	53.8
DON'T KNOW	2	-	2	-	-	-	-	-	-	-	2
	.1		.1								.3
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0047

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)0. BAKERY ITEMS SUCH AS CROISSANTS, MUFFINS, CINNAMON BARS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1587	442	101	341	376	223	154	407	264	144	361	84	277	462	573	551
	48.9	53.5	53.7	53.4	45.7	45.0	47.1	42.2	43.0	41.1	56.9	46.4	61.1	52.1	54.7	42.0
NO	1659	383	88	295	447	273	173	558	351	207	273	97	176	423	475	762
	51.1	46.4	46.8	46.2	54.3	55.0	52.9	57.8	57.2	59.1	43.1	53.6	38.9	47.7	45.3	58.0
DON'T KNOW	2	2	-	2	-	-	-	-	-	-	-	-	-	2	-	-
	.1	.2		.3										.2		
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0079

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)P. HOT DOGS

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3248	1530	1718	2833	411	487	766	850	654	449	2065	1183	498	1048	1241	443
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1360	728	631	1150	209	257	364	336	237	154	839	520	179	410	561	206
	41.9	47.6	36.7	40.6	50.9	52.8	47.5	39.5	36.2	34.3	40.6	44.0	35.9	39.1	45.2	46.5
NO	1886	802	1085	1681	202	231	402	514	417	295	1224	662	319	638	678	237
	58.1	52.4	63.2	59.3	49.1	47.4	52.5	60.5	63.8	65.7	59.3	56.0	64.1	60.9	54.6	53.5
DON'T KNOW	2	-	2	2	-	-	-	-	-	-	2	-	-	-	2	-
	.1		.1	.1							.1				.2	
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0016

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)P. HOT DOGS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3248	656	1909	673	1071	636	400	745	698	221	796
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
YES	1360	256	814	288	464	279	171	289	273	74	283
	41.9	39.0	42.6	42.8	43.3	43.9	42.8	38.8	39.1	33.5	35.6
NO	1886	400	1093	385	607	357	229	456	425	147	512
	58.1	61.0	57.3	57.2	56.7	56.1	57.3	61.2	60.9	66.5	64.3
DON'T KNOW	2	-	2	-	-	-	-	-	-	-	2
	.1		.1								.3
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0048

Q.201 IN THE PAST 3 MONTHS, HAVE YOU EATEN A MEAL OR SNACK FROM A PLACE THAT SPECIALIZES IN *

(*)P. HOT DOGS

		REGION											CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST				
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3248	826	188	638	823	496	327	965	614	350	634	181	453	887	1048	1313
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
YES	1360	345	71	274	358	242	116	393	281	112	263	51	212	392	446	521
	41.9	41.8	37.8	42.9	43.5	48.8	35.5	40.7	45.8	32.0	41.5	28.2	46.8	44.2	42.6	39.7
NO	1886	479	117	362	465	253	212	572	333	238	370	130	241	493	601	792
	58.1	58.0	62.2	56.7	56.5	51.0	64.8	59.3	54.2	68.0	58.4	71.8	53.2	55.6	57.3	60.3
DON'T KNOW	2	2	-	2	-	-	-	-	-	-	-	-	-	2	-	-
	.1	.2		.3										.2		
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0080

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)A. FRESHLY BAKED COOKIES

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2403	1164	1239	2117	283	330	537	605	522	377	1533	870	398	802	883	302
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	957	452	505	835	120	63	143	249	286	198	607	350	197	352	311	92
	39.8	38.8	40.8	39.4	42.4	19.1	26.6	41.2	54.8	52.5	39.6	40.2	49.5	43.9	35.2	30.5
2	277	164	113	250	28	55	82	71	45	24	168	109	45	80	106	47
	11.5	14.1	9.1	11.8	9.9	16.7	15.3	11.7	8.6	6.4	11.0	12.5	11.3	10.0	12.0	15.6
3	387	201	186	351	36	62	107	93	73	48	248	139	56	133	137	60
	16.1	17.3	15.0	16.6	12.7	18.8	19.9	15.4	14.0	12.7	16.2	16.0	14.1	16.6	15.5	19.9
4	241	103	137	214	25	42	68	63	28	33	154	87	28	76	106	28
	10.0	8.8	11.1	10.1	8.8	12.7	12.7	10.4	5.4	8.8	10.0	10.0	7.0	9.5	12.0	9.3
5 - VERY LIKELY	502	223	279	435	67	105	128	125	83	59	327	175	69	142	211	72
	20.9	19.2	22.5	20.5	23.7	31.8	23.8	20.7	15.9	15.6	21.3	20.1	17.3	17.7	23.9	23.8
SIGMA (EXCLUDE DK)	2364	1144	1220	2085	277	327	527	601	515	362	1504	860	395	784	870	298
	98.4	98.3	98.5	98.5	97.9	99.1	98.1	99.3	98.7	96.0	98.1	98.9	99.2	97.8	98.5	98.7
MEAN (EXCLUDE DK)	2.60	2.55	2.65	2.60	2.60	3.22	2.92	2.57	2.17	2.26	2.62	2.57	2.31	2.46	2.77	2.81
DON'T KNOW	38	20	18	32	6	3	9	4	7	15	29	10	3	18	13	4
	1.6	1.7	1.5	1.5	2.1	.9	1.7	.7	1.3	4.0	1.9	1.1	.8	2.2	1.5	1.3
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0017

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)A. FRESHLY BAKED COOKIES

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2403	448	1394	552	761	441	296	608	455	147	635
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	957	176	552	222	307	143	117	260	180	55	270
	39.8	39.3	39.6	40.2	40.3	32.4	39.5	42.8	39.6	37.4	42.5
2	277	58	159	61	85	66	38	59	51	16	46
	11.5	12.9	11.4	11.1	11.2	15.0	12.8	9.7	11.2	10.9	7.2
3	387	81	232	72	127	82	51	83	66	31	87
	16.1	18.1	16.6	13.0	16.7	18.6	17.2	13.7	14.5	21.1	13.7
4	241	57	146	37	83	53	29	49	45	15	77
	10.0	12.7	10.5	6.7	10.9	12.0	9.8	8.1	9.9	10.2	12.1
5 - VERY LIKELY	502	74	283	145	150	96	54	147	109	27	142
	20.9	16.5	20.3	26.3	19.7	21.8	18.2	24.2	24.0	18.4	22.4
SIGMA (EXCLUDE DK)	2364	447	1372	537	753	440	289	598	451	145	623
	98.4	99.8	98.4	97.3	98.9	99.8	97.6	98.4	99.1	98.6	98.1
MEAN (EXCLUDE DK)	2.60	2.54	2.60	2.67	2.58	2.76	2.54	2.61	2.68	2.61	2.64
DON'T KNOW	38	1	23	15	8	1	7	10	4	2	12
	1.6	.2	1.6	2.7	1.1	.2	2.4	1.6	.9	1.4	1.9
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0049

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)A. FRESHLY BAKED COOKIES

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2403	581	134	448	632	371	261	739	469	270	450	140	310	622	734	1046
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	957	240	53	187	248	135	113	285	182	103	184	49	134	259	314	384
	39.8	41.3	39.6	41.7	39.2	36.4	43.3	38.6	38.8	38.1	40.9	35.0	43.2	41.6	42.8	36.7
2	277	65	20	45	84	51	33	81	49	32	48	18	29	77	80	120
	11.5	11.2	14.9	10.0	13.3	13.7	12.6	11.0	10.4	11.9	10.7	12.9	9.4	12.4	10.9	11.5
3	387	84	22	62	112	69	43	113	68	46	78	23	55	92	122	174
	16.1	14.5	16.4	13.8	17.7	18.6	16.5	15.3	14.5	17.0	17.3	16.4	17.7	14.8	16.6	16.6
4	241	59	5	54	71	35	36	75	54	21	36	13	23	62	73	105
	10.0	10.2	3.7	12.1	11.2	9.4	13.8	10.1	11.5	7.8	8.0	9.3	7.4	10.0	9.9	10.0
5 - VERY LIKELY	502	130	34	96	109	76	34	169	103	66	94	32	62	124	144	234
	20.9	22.4	25.4	21.4	17.2	20.5	13.0	22.9	22.0	24.4	20.9	22.9	20.0	19.9	19.6	22.4
SIGMA (EXCLUDE DK)	2364	577	134	444	625	366	259	724	457	268	438	135	303	614	733	1017
	98.4	99.3	100.0	99.1	98.9	98.7	99.2	98.0	97.4	99.3	97.3	96.4	97.7	98.7	99.9	97.2
MEAN (EXCLUDE DK)	2.60	2.61	2.60	2.61	2.53	2.63	2.39	2.67	2.66	2.68	2.56	2.70	2.50	2.54	2.53	2.69
DON'T KNOW	38	4	-	4	8	5	3	15	12	2	12	5	7	8	1	29
	1.6	.7		.9	1.3	1.3	1.1	2.0	2.6	.7	2.7	3.6	2.3	1.3	.1	2.8
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0081

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)8. PREMIUM, HAND-DIPPED ICE CREAM

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2134	987	1147	1845	287	304	475	537	453	336	1321	813	368	714	770	267
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	673	297	376	576	96	57	101	139	209	149	397	276	167	226	202	75
	31.5	30.1	32.8	31.2	33.4	18.8	21.3	25.9	46.1	44.3	30.1	33.9	45.4	31.7	26.2	28.1
2	267	134	133	229	38	49	66	58	49	39	146	121	47	85	93	39
	12.5	13.6	11.6	12.4	13.2	16.1	13.9	10.8	10.8	11.6	11.1	14.9	12.8	11.9	12.1	14.6
3	335	169	166	304	31	49	84	97	54	50	210	125	43	124	132	36
	15.7	17.1	14.5	16.5	10.8	16.1	17.7	18.1	11.9	14.9	15.9	15.4	11.7	17.4	17.1	13.5
4	251	132	120	222	28	56	68	65	44	17	161	90	26	95	99	30
	11.8	13.4	10.5	12.0	9.8	18.4	14.3	12.1	9.7	5.1	12.2	11.1	7.1	13.3	12.9	11.2
5 - VERY LIKELY	584	240	344	493	90	89	149	176	92	74	390	194	85	175	234	83
	27.4	24.3	30.0	26.7	31.4	29.3	31.4	32.8	20.3	22.0	29.5	23.9	23.1	24.5	30.4	31.1
SIGMA (EXCLUDE DK)	2110	971	1139	1824	283	301	469	535	448	328	1304	806	368	705	760	262
	98.9	98.4	99.3	98.9	98.6	99.0	98.7	99.6	98.9	97.6	98.7	99.1	100.0	98.7	98.7	98.1
MEAN (EXCLUDE DK)	2.91	2.88	2.93	2.91	2.92	3.23	3.21	3.15	2.47	2.48	3.00	2.76	2.50	2.87	3.09	3.03
DON'T KNOW	24	16	9	21	4	3	6	2	5	8	17	7	-	9	11	5
	1.1	1.6	.8	1.1	1.4	1.0	1.3	.4	1.1	2.4	1.3	.9		1.3	1.4	1.9
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0018

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)B. PREMIUM, HAND-DIPPED ICE CREAM

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	2134	370	1243	511	644	393	268	552	436	147	562
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	673	101	376	186	169	91	97	193	113	39	224
	31.5	27.3	30.2	36.4	26.2	23.2	36.2	35.0	25.9	26.5	39.9
2	267	48	148	72	84	52	29	71	56	22	55
	12.5	13.0	11.9	14.1	13.0	13.2	10.8	12.9	12.8	15.0	9.8
3	335	75	193	67	114	82	34	78	73	25	68
	15.7	20.3	15.5	13.1	17.7	20.9	12.7	14.1	16.7	17.0	12.1
4	251	52	165	34	89	44	30	63	59	13	46
	11.8	14.1	13.3	6.7	13.8	11.2	11.2	11.4	13.5	8.8	8.2
5 - VERY LIKELY	584	93	347	143	181	123	76	143	135	47	162
	27.4	25.1	27.9	28.0	28.1	31.3	28.4	25.9	31.0	32.0	28.8
SIGMA (EXCLUDE DK)	2110	369	1230	502	637	391	266	549	436	145	556
	98.9	99.7	99.0	98.2	98.9	99.5	99.3	99.3	100.0	98.6	98.9
MEAN (EXCLUDE DK)	2.91	2.97	2.97	2.75	3.04	3.14	2.85	2.80	3.11	3.05	2.76
DON'T KNOW	24	1	13	9	8	2	2	4	-	2	6
	1.1	.3	1.0	1.8	1.2	.5	.7	.7		1.4	1.1
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0050

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)8. PREMIUM, HAND-DIPPED ICE CREAM

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2134	532	124	408	548	313	235	648	396	252	407	119	288	557	672	905
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	673	189	37	152	140	100	40	209	130	79	135	33	102	185	214	274
	31.5	35.5	29.8	37.3	25.5	31.9	17.0	32.3	32.8	31.3	33.2	27.7	35.4	33.2	31.8	30.3
2	267	60	19	41	66	33	33	75	54	21	66	22	44	56	97	114
	12.5	11.3	15.3	10.0	12.0	10.5	14.0	11.6	13.6	8.3	16.2	18.5	15.3	10.1	14.4	12.6
3	335	80	25	55	98	47	51	89	49	41	68	18	50	100	107	128
	15.7	15.0	20.2	13.5	17.9	15.0	21.7	13.7	12.4	16.3	16.7	15.1	17.4	18.0	15.9	14.1
4	251	47	11	36	105	48	57	61	30	31	38	10	28	65	73	114
	11.8	8.8	8.9	8.8	19.2	15.3	24.3	9.4	7.6	12.3	9.3	8.4	9.7	11.7	10.9	12.6
5 - VERY LIKELY	584	155	32	123	133	83	50	203	125	78	93	32	61	147	181	255
	27.4	29.1	25.8	30.1	24.3	26.5	21.3	31.3	31.6	31.0	22.9	26.9	21.2	26.4	26.9	28.2
SIGMA (EXCLUDE DK)	2110	531	124	407	542	312	230	638	388	250	399	115	285	553	671	885
	98.9	99.8	100.0	99.8	98.9	99.7	97.9	98.5	98.0	99.2	98.0	96.6	99.0	99.3	99.9	97.8
MEAN (EXCLUDE DK)	2.91	2.85	2.86	2.84	3.05	2.94	3.19	2.96	2.91	3.04	2.72	2.87	2.65	2.88	2.87	2.96
DON'T KNOW	24	1	-	1	6	2	5	10	8	1	7	4	3	3	1	20
	1.1	.2		.2	1.1	.6	2.1	1.5	2.0	.4	1.7	3.4	1.0	.5	.1	2.2
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0082

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)C. GOURMET, READY-TO-EAT TAKE OUT FOODS

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2571	1213	1358	2270	297	366	614	679	521	361	1662	909	408	822	983	340
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1115	516	599	982	130	106	224	274	284	209	758	357	176	415	380	135
	43.4	42.5	44.1	43.3	43.8	29.0	36.5	40.4	54.5	57.9	45.6	39.3	43.1	50.5	38.7	39.7
2	401	226	175	348	53	77	104	106	61	50	257	144	64	112	155	68
	15.6	18.6	12.9	15.3	17.8	21.0	16.9	15.6	11.7	13.9	15.5	15.8	15.7	13.6	15.8	20.0
3	452	208	243	412	40	81	115	133	75	43	277	175	69	120	204	58
	17.6	17.1	17.9	18.1	13.5	22.1	18.7	19.6	14.4	11.9	16.7	19.3	16.9	14.6	20.8	17.1
4	240	109	131	210	30	62	69	62	31	12	142	98	39	58	106	36
	9.3	9.0	9.6	9.3	10.1	16.9	11.2	9.1	6.0	3.3	8.5	10.8	9.6	7.1	10.8	10.6
5 - VERY LIKELY	335	143	192	295	41	36	100	95	63	42	210	125	57	104	129	38
	13.0	11.8	14.1	13.0	13.8	9.8	16.3	14.0	12.1	11.6	12.6	13.8	14.0	12.7	13.1	11.2
SIGMA (EXCLUDE DK)	2543	1202	1341	2246	293	362	612	670	514	356	1645	898	406	810	975	335
	98.9	99.1	98.7	98.9	98.7	98.9	99.7	98.7	98.7	98.6	99.0	98.8	99.5	98.5	99.2	98.5
MEAN (EXCLUDE DK)	2.32	2.28	2.36	2.33	2.31	2.57	2.54	2.40	2.08	1.96	2.26	2.43	2.35	2.17	2.43	2.32
DON'T KNOW	28	11	17	24	4	3	2	9	7	5	18	11	2	13	8	6
	1.1	.9	1.3	1.1	1.3	.8	.3	1.3	1.3	1.4	1.1	1.2	.5	1.6	.8	1.8
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0019

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)C. GOURMET, READY-TO-EAT TAKE OUT FOODS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	2571	522	1491	548	845	507	323	582	546	181	629
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	1115	198	632	275	323	203	134	291	220	59	320
	43.4	37.9	42.4	50.2	38.2	40.0	41.5	50.0	40.3	32.6	50.9
2	401	75	234	93	145	68	48	101	69	38	67
	15.6	14.4	15.7	17.0	17.2	13.4	14.9	17.4	12.6	21.0	10.7
3	452	117	256	79	163	112	53	72	101	40	102
	17.6	22.4	17.2	14.4	19.3	22.1	16.4	12.4	18.5	22.1	16.2
4	240	62	156	23	92	52	34	42	66	18	47
	9.3	11.9	10.5	4.2	10.9	10.3	10.5	7.2	12.1	9.9	7.5
5 - VERY LIKELY	335	68	194	73	113	69	46	74	81	24	88
	13.0	13.0	13.0	13.3	13.4	13.6	14.2	12.7	14.8	13.3	14.0
SIGMA (EXCLUDE DK)	2543	520	1472	542	837	504	316	579	537	179	623
	98.9	99.6	98.7	98.9	99.1	99.4	97.8	99.5	98.4	98.9	99.0
MEAN (EXCLUDE DK)	2.32	2.47	2.35	2.12	2.43	2.43	2.40	2.15	2.48	2.50	2.22
DON'T KNOW	28	2	19	6	9	4	7	3	9	2	6
	1.1	.4	1.3	1.1	1.1	.8	2.2	.5	1.6	1.1	1.0
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0051

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)C. GOURMET, READY-TO-EAT TAKE OUT FOODS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2571	670	161	508	631	370	261	761	473	288	509	153	357	651	835	1085
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1115	273	60	213	269	159	110	369	224	144	204	67	137	277	366	472
	43.4	40.7	37.3	41.9	42.6	43.0	42.1	48.5	47.4	50.0	40.1	43.8	38.4	42.5	43.8	43.5
2	401	104	28	77	113	68	45	111	63	48	73	23	50	87	133	182
	15.6	15.5	17.4	15.2	17.9	18.4	17.2	14.6	13.3	16.7	14.3	15.0	14.0	13.4	15.9	16.8
3	452	128	31	97	112	73	40	101	68	33	110	30	79	112	148	191
	17.6	19.1	19.3	19.1	17.7	19.7	15.3	13.3	14.4	11.5	21.6	19.6	22.1	17.2	17.7	17.6
4	240	65	20	46	62	27	35	63	47	16	49	13	35	70	80	90
	9.3	9.7	12.4	9.1	9.8	7.3	13.4	8.3	9.9	5.6	9.6	8.5	9.8	10.8	9.6	8.3
5 - VERY LIKELY	335	94	23	71	66	38	28	109	66	44	66	15	51	97	106	132
	13.0	14.0	14.3	14.0	10.5	10.3	10.7	14.3	14.0	15.3	13.0	9.8	14.3	14.9	12.7	12.2
SIGMA (EXCLUDE DK)	2543	664	161	503	623	365	258	754	468	285	501	149	353	644	832	1067
	98.9	99.1	100.0	99.0	98.7	98.6	98.9	99.1	98.9	99.0	98.4	97.4	98.9	98.9	99.6	98.3
MEAN (EXCLUDE DK)	2.32	2.41	2.50	2.37	2.27	2.23	2.33	2.25	2.29	2.19	2.40	2.23	2.46	2.42	2.31	2.27
DON'T KNOW	28	5	-	5	8	5	3	7	5	2	8	4	4	7	3	19
	1.1	.7		1.0	1.3	1.4	1.1	.9	1.1	.7	1.6	2.6	1.1	1.1	.4	1.8
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0083

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)D. HAMBURGERS WITH A WIDE VARIETY OF BURGER TOPPINGS AND OFFERS ALCOHOLIC BEVERAGES

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2129	954	1176	1871	255	265	464	555	476	350	1393	737	343	694	802	278
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1039	405	634	908	128	76	147	263	299	239	697	341	187	377	343	125
	48.8	42.5	53.9	48.5	50.2	28.7	31.7	47.4	62.8	68.3	50.0	46.3	54.5	54.3	42.8	45.0
2	289	144	146	244	45	39	74	78	58	42	196	94	32	108	112	38
	13.6	15.1	12.4	13.0	17.6	14.7	15.9	14.1	12.2	12.0	14.1	12.8	9.3	15.6	14.0	13.7
3	317	171	146	279	38	64	84	94	55	16	204	113	38	74	143	60
	14.9	17.9	12.4	14.9	14.9	24.2	18.1	16.9	11.6	4.6	14.6	15.3	11.1	10.7	17.8	21.6
4	211	102	109	188	23	48	67	61	23	10	123	89	36	63	89	22
	9.9	10.7	9.3	10.0	9.0	18.1	14.4	11.0	4.8	2.9	8.8	12.1	10.5	9.1	11.1	7.9
5 - VERY LIKELY	250	120	130	234	16	37	89	56	36	33	161	89	43	64	112	30
	11.7	12.6	11.1	12.5	6.3	14.0	19.2	10.1	7.6	9.4	11.6	12.1	12.5	9.2	14.0	10.8
SIGMA (EXCLUDE DK)	2107	941	1165	1854	250	264	461	552	471	340	1380	726	336	686	798	275
	99.0	98.6	99.1	99.1	98.0	99.6	99.4	99.5	98.9	97.1	99.1	98.5	98.0	98.8	99.5	98.9
MEAN (EXCLUDE DK)	2.21	2.35	2.10	2.24	2.02	2.74	2.73	2.22	1.81	1.69	2.17	2.30	2.16	2.02	2.39	2.25
DON'T KNOW	23	12	10	17	5	1	3	3	4	10	12	10	8	8	4	3
	1.1	1.3	.9	.9	2.0	.4	.6	.5	.8	2.9	.9	1.4	2.3	1.2	.5	1.1
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0020

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)D. HAMBURGERS WITH A WIDE VARIETY OF BURGER TOPPINGS AND OFFERS ALCOHOLIC BEVERAGES

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	2129	392	1263	465	644	451	238	515	438	153	582
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	1039	168	566	295	268	208	128	307	224	63	346
	48.8	42.9	44.8	63.4	41.6	46.1	53.8	59.6	51.1	41.2	59.5
2	289	71	157	62	92	68	35	46	61	19	65
	13.6	18.1	12.4	13.3	14.3	15.1	14.7	8.9	13.9	12.4	11.2
3	317	63	208	46	113	79	28	66	56	30	60
	14.9	16.1	16.5	9.9	17.5	17.5	11.8	12.8	12.8	19.6	10.3
4	211	45	155	12	74	53	21	36	38	22	48
	9.9	11.5	12.3	2.6	11.5	12.2	8.8	7.0	8.7	14.4	8.2
5 - VERY LIKELY	250	44	167	39	96	41	21	56	54	18	58
	11.7	11.2	13.2	8.4	14.9	9.1	8.8	10.9	12.3	11.8	10.0
SIGMA (EXCLUDE DK)	2107	391	1252	454	642	450	233	511	433	153	577
	99.0	99.7	99.1	97.6	99.7	99.8	97.9	99.2	98.9	100.0	99.1
MEAN (EXCLUDE DK)	2.21	2.30	2.36	1.76	2.44	2.23	2.03	2.00	2.16	2.42	1.97
DON'T KNOW	23	1	11	11	1	1	5	4	5	-	5
	1.1	.3	.9	2.4	.2	.2	2.1	.8	1.1		.9
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0052

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)D. HAMBURGERS WITH A WIDE VARIETY OF BURGER TOPPINGS AND OFFERS ALCOHOLIC BEVERAGES

		REGION											CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST				
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2129	560	136	424	529	325	205	650	411	239	390	111	279	536	662	931
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1039	276	55	220	225	138	86	354	215	139	184	57	127	262	318	458
	48.8	49.3	40.4	51.9	42.5	42.5	42.0	54.5	52.3	58.2	47.2	51.4	45.5	48.9	48.0	49.2
2	289	71	24	47	76	42	34	81	58	23	61	13	48	74	74	141
	13.6	12.7	17.6	11.1	14.4	12.9	16.6	12.5	14.1	9.6	15.6	11.7	17.2	13.8	11.2	15.1
3	317	91	24	67	91	59	31	71	52	19	65	19	45	80	105	132
	14.9	16.3	17.6	15.8	17.2	18.2	15.1	10.9	12.7	7.9	16.7	17.1	16.1	14.9	15.9	14.2
4	211	54	10	45	69	40	29	54	31	22	34	15	19	51	72	89
	9.9	9.6	7.4	10.6	13.0	12.3	14.1	8.3	7.5	9.2	8.7	13.5	6.8	9.5	10.9	9.6
5 - VERY LIKELY	250	63	20	43	67	44	23	80	44	35	40	6	34	62	90	98
	11.7	11.3	14.7	10.1	12.7	13.5	11.2	12.3	10.7	14.6	10.3	5.4	12.2	11.6	13.6	10.5
SIGMA (EXCLUDE DK)	2107	556	134	422	528	323	205	640	401	239	383	110	273	529	660	917
	99.0	99.3	98.5	99.5	99.8	99.4	100.0	98.5	97.6	100.0	98.2	99.1	97.8	98.7	99.7	98.5
MEAN (EXCLUDE DK)	2.21	2.20	2.36	2.15	2.39	2.41	2.36	2.10	2.08	2.13	2.18	2.09	2.21	2.20	2.30	2.16
DON'T KNOW	23	4	2	2	1	1	-	11	11	-	7	1	6	7	2	14
	1.1	.7	1.5	.5	.2	.3		1.7	2.7		1.8	.9	2.2	1.3	.3	1.5
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0084

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)E. SPICY, CAJUN STYLE COOKING

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MAR-RIED	NOT MAR-RIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2665	1220	1445	2362	300	360	608	691	565	408	1709	956	418	859	1012	358
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1585	664	920	1411	170	159	295	367	409	329	1040	545	279	541	558	198
	59.5	54.4	63.7	59.7	56.7	44.2	48.5	53.1	72.4	80.6	60.9	57.0	66.7	63.0	55.1	55.3
2	324	163	161	280	43	68	88	99	50	16	203	120	34	102	140	47
	12.2	13.4	11.1	11.9	14.3	18.9	14.5	14.3	8.8	3.9	11.9	12.6	8.1	11.9	13.8	13.1
3	326	157	170	293	34	60	107	96	44	19	198	128	41	89	149	42
	12.2	12.9	11.8	12.4	11.3	16.7	17.6	13.9	7.8	4.7	11.6	13.4	9.8	10.4	14.7	11.7
4	160	83	77	132	28	38	44	45	24	6	89	71	24	45	63	25
	6.0	6.8	5.3	5.6	9.3	10.6	7.2	6.5	4.2	1.5	5.2	7.4	5.7	5.2	6.2	7.0
5 - VERY LIKELY	233	133	100	215	18	33	67	76	32	22	155	78	30	70	96	35
	8.7	10.9	6.9	9.1	6.0	9.2	11.0	11.0	5.7	5.4	9.1	8.2	7.2	8.1	9.5	9.8
SIGMA (EXCLUDE DK)	2627	1200	1427	2331	293	358	601	683	559	392	1685	942	409	848	1007	347
	98.6	98.4	98.8	98.7	97.7	99.4	98.8	98.8	98.9	96.1	98.6	98.5	97.8	98.7	99.5	96.9
MEAN (EXCLUDE DK)	1.91	2.05	1.79	1.91	1.91	2.22	2.17	2.07	1.61	1.41	1.88	1.96	1.76	1.82	2.00	2.00
DON'T KNOW	37	20	17	31	7	1	7	8	6	15	24	13	10	11	6	11
	1.4	1.6	1.2	1.3	2.3	.3	1.2	1.2	1.1	3.7	1.4	1.4	2.4	1.3	.6	3.1
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0021

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)E. SPICY, CAJUN STYLE COOKING

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2665	505	1593	557	842	525	324	627	555	188	700
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	1585	268	930	378	450	285	187	429	314	116	488
	59.5	53.1	58.4	67.9	53.4	54.3	57.7	68.4	56.6	61.7	69.7
2	324	65	211	48	120	69	38	62	68	31	62
	12.2	12.9	13.2	8.6	14.3	13.1	11.7	9.9	12.3	16.5	8.9
3	326	71	205	51	122	78	42	58	99	19	51
	12.2	14.1	12.9	9.2	14.5	14.9	13.0	9.3	17.8	10.1	7.3
4	160	52	94	14	57	34	22	33	34	13	30
	6.0	10.3	5.9	2.5	6.8	6.5	6.8	5.3	6.1	6.9	4.3
5 - VERY LIKELY	233	48	135	51	84	58	33	31	32	10	58
	8.7	9.5	8.5	9.2	10.0	11.0	10.2	4.9	5.8	5.3	8.3
SIGMA (EXCLUDE DK)	2627	504	1574	541	833	524	322	613	547	188	689
	98.6	99.8	98.8	97.1	98.9	99.8	99.4	97.8	98.6	100.0	98.4
MEAN (EXCLUDE DK)	1.91	2.10	1.91	1.72	2.05	2.07	2.00	1.65	1.91	1.78	1.71
DON'T KNOW	37	1	20	17	9	1	2	14	7	-	10
	1.4	.2	1.3	3.1	1.1	.2	.6	2.2	1.3		1.4
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0053

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)E. SPICY, CAJUN STYLE COOKING

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2665	684	152	533	703	407	296	753	482	271	524	145	379	695	835	1135
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1585	432	84	348	407	236	171	463	293	169	284	87	197	425	496	664
	59.5	63.2	55.3	65.3	57.9	58.0	57.8	61.5	60.8	62.4	54.2	60.0	52.0	61.2	59.4	58.5
2	324	91	15	76	86	57	29	70	48	22	76	15	62	78	116	130
	12.2	13.3	9.9	14.3	12.2	14.0	9.8	9.3	10.0	8.1	14.5	10.3	16.4	11.2	13.9	11.5
3	326	74	22	52	86	51	35	91	54	37	76	22	54	90	92	144
	12.2	10.8	14.5	9.8	12.2	12.5	11.8	12.1	11.2	13.7	14.5	15.2	14.2	12.9	11.0	12.7
4	160	38	13	25	40	22	17	43	29	14	38	7	31	52	50	58
	6.0	5.6	8.6	4.7	5.7	5.4	5.7	5.7	6.0	5.2	7.3	4.8	8.2	7.5	6.0	5.1
5 - VERY LIKELY	233	47	17	30	75	35	40	75	48	27	36	10	27	47	77	109
	8.7	6.9	11.2	5.6	10.7	8.6	13.5	10.0	10.0	10.0	6.9	6.9	7.1	6.8	9.2	9.6
SIGMA (EXCLUDE DK)	2627	683	152	531	693	402	291	742	472	270	510	139	370	692	831	1105
	98.6	99.9	100.0	99.6	98.6	98.8	98.3	98.5	97.9	99.6	97.3	95.9	97.6	99.6	99.5	97.4
MEAN (EXCLUDE DK)	1.91	1.79	2.10	1.71	1.98	1.92	2.07	1.92	1.92	1.91	1.95	1.84	2.00	1.87	1.91	1.93
DON'T KNOW	37	2	-	2	10	5	5	12	10	1	14	6	8	3	4	31
	1.4	.3		.4	1.4	1.2	1.7	1.6	2.1	.4	2.7	4.1	2.1	.4	.5	2.7
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0085

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)F. MARINATED, BROILED OR MEXICAN STYLE CHICKEN

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2586 100.0	1191 100.0	1396 100.0	2252 100.0	332 100.0	360 100.0	563 100.0	669 100.0	564 100.0	397 100.0	1650 100.0	936 100.0	409 100.0	837 100.0	988 100.0	339 100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1445 55.9	634 53.2	811 58.1	1262 56.0	180 54.2	137 38.1	230 40.9	361 54.0	402 71.3	293 73.8	936 56.7	509 54.4	255 62.3	511 61.1	507 51.3	163 48.1
2	302 11.7	164 13.8	138 9.9	261 11.6	40 12.0	58 16.1	74 13.1	82 12.3	43 7.6	40 10.1	189 11.5	112 12.0	39 9.5	90 10.8	131 13.3	40 11.8
3	367 14.2	175 14.7	192 13.8	318 14.1	49 14.8	75 20.8	110 19.5	101 15.1	55 9.8	25 6.3	236 14.3	131 14.0	44 10.8	107 12.8	148 15.0	67 19.8
4	228 8.8	103 8.6	126 9.0	202 9.0	26 7.8	42 11.7	86 15.3	65 9.7	32 5.7	2 .5	137 8.3	91 9.7	34 8.3	50 6.0	109 11.0	35 10.3
5 - VERY LIKELY	224 8.7	104 8.7	121 8.7	193 8.6	32 9.6	47 13.1	61 10.8	57 8.5	26 4.6	28 7.1	141 8.5	84 9.0	31 7.6	68 8.1	91 9.2	34 10.0
SIGMA (EXCLUDE DK)	2566 99.2	1179 99.0	1387 99.4	2236 99.3	327 98.5	360 100.0	561 99.6	665 99.4	558 98.9	389 98.0	1638 99.3	927 99.0	402 98.3	826 98.7	986 99.8	339 100.0
MEAN (EXCLUDE DK)	2.02	2.05	2.00	2.02	2.05	2.46	2.42	2.06	1.63	1.54	2.00	2.06	1.87	1.88	2.13	2.22
DON'T KNOW	20 .8	12 1.0	8 .6	15 .7	5 1.5	-	2 .4	4 .6	6 1.1	8 2.0	12 .7	9 1.0	7 1.7	11 1.3	2 .2	-
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0022

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)F. MARINATED, BROILED OR MEXICAN STYLE CHICKEN

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2586	475	1529	573	784	494	325	642	549	183	662
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	1445	215	810	410	369	259	176	414	282	104	424
	55.9	45.3	53.0	71.6	47.1	52.4	54.2	64.5	51.4	56.8	64.0
2	302	70	186	45	124	61	28	58	60	16	62
	11.7	14.7	12.2	7.9	15.8	12.3	8.6	9.0	10.9	8.7	9.4
3	367	82	237	48	137	77	49	74	90	28	72
	14.2	17.3	15.5	8.4	17.5	15.6	15.1	11.5	16.4	15.3	10.9
4	228	61	153	15	78	56	33	46	69	22	34
	8.8	12.8	10.0	2.6	9.9	11.3	10.2	7.2	12.6	12.0	5.1
5 - VERY LIKELY	224	43	136	46	68	41	39	44	45	12	64
	8.7	9.1	8.9	8.0	8.7	8.3	12.0	6.9	8.2	6.6	9.7
SIGMA (EXCLUDE DK)	2566	471	1522	564	776	494	325	636	546	183	657
	99.2	99.2	99.5	98.4	99.0	100.0	100.0	99.1	99.5	100.0	99.2
MEAN (EXCLUDE DK)	2.02	2.25	2.09	1.65	2.17	2.11	2.17	1.82	2.15	2.02	1.86
DON'T KNOW	20	4	6	9	7	-	-	5	3	-	5
	.8	.8	.4	1.6	.9			.8	.5		.8
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0054

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)F. MARINATED, BROILED OR MEXICAN STYLE CHICKEN

	REGION													CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2586	686	157	529	685	403	282	775	520	255	441	134	306	682	790	1115
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1445	405	80	325	384	249	135	440	293	148	216	63	153	380	433	632
	55.9	59.0	51.0	61.4	56.1	61.8	47.9	56.8	56.3	58.0	49.0	47.0	50.0	55.7	54.8	56.7
2	302	75	13	62	74	33	41	97	61	36	55	15	40	69	100	132
	11.7	10.9	8.3	11.7	10.8	8.2	14.5	12.5	11.7	14.1	12.5	11.2	13.1	10.1	12.7	11.8
3	367	92	20	72	100	55	45	99	67	32	76	19	57	108	106	152
	14.2	13.4	12.7	13.6	14.6	13.6	16.0	12.8	12.9	12.5	17.2	14.2	18.6	15.8	13.4	13.6
4	228	61	22	39	62	31	31	56	40	16	49	17	32	61	67	100
	8.8	8.9	14.0	7.4	9.1	7.7	11.0	7.2	7.7	6.3	11.1	12.7	10.5	8.9	8.5	9.0
5 - VERY LIKELY	224	51	21	30	62	33	29	71	50	21	41	16	24	59	79	87
	8.7	7.4	13.4	5.7	9.1	8.2	10.3	9.2	9.6	8.2	9.3	11.9	7.8	8.7	10.0	7.8
SIGMA (EXCLUDE DK)	2566	685	157	528	682	401	281	764	511	253	436	130	305	677	785	1104
	99.2	99.9	100.0	99.8	99.6	99.5	99.6	98.6	98.3	99.2	98.9	97.0	99.7	99.3	99.4	99.0
MEAN (EXCLUDE DK)	2.02	1.95	2.31	1.84	2.04	1.92	2.21	1.98	2.01	1.92	2.18	2.30	2.13	2.04	2.05	1.98
DON'T KNOW	20	1	-	1	3	2	1	11	9	3	5	4	1	4	6	11
	.8	.1		.2	.4	.5	.4	1.4	1.7	1.2	1.1	3.0	.3	.6	.8	1.0
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0086

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)G. PASTA

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	1755 100.0	805 100.0	951 100.0	1466 100.0	289 100.0	210 100.0	352 100.0	440 100.0	411 100.0	319 100.0	1119 100.0	636 100.0	292 100.0	607 100.0	624 100.0	222 100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	763 43.5	354 44.0	409 43.0	629 42.9	133 46.0	43 20.5	115 32.7	160 36.4	238 57.9	191 59.9	520 46.5	244 38.4	129 44.2	300 49.4	234 37.5	92 41.4
2	217 12.4	83 10.3	134 14.1	184 12.6	33 11.4	23 11.0	54 15.3	54 12.3	41 10.0	44 13.8	125 11.2	91 14.3	44 15.1	79 13.0	66 10.6	28 12.6
3	265 15.1	132 16.4	133 14.0	220 15.0	45 15.6	32 15.2	73 20.7	88 20.0	38 9.2	31 9.7	163 14.6	102 16.0	40 13.7	73 12.0	100 16.0	49 22.1
4	229 13.0	114 14.2	115 12.1	184 12.6	45 15.6	66 31.4	44 12.5	53 12.0	46 11.2	19 6.0	128 11.4	101 15.9	37 12.7	73 12.0	99 15.9	20 9.0
5 - VERY LIKELY	249 14.2	105 13.0	144 15.1	227 15.5	22 7.6	44 21.0	60 17.0	78 17.7	37 9.0	27 8.5	167 14.9	82 12.9	39 13.4	68 11.2	112 17.9	29 13.1
SIGMA (EXCLUDE DK)	1724 98.2	788 97.9	935 98.3	1445 98.6	277 95.8	208 99.0	347 98.6	433 98.4	401 97.6	312 97.8	1103 98.6	620 97.5	290 99.3	594 97.9	612 98.1	218 98.2
MEAN (EXCLUDE DK)	2.41	2.41	2.41	2.44	2.25	3.22	2.65	2.62	2.01	1.87	2.36	2.50	2.35	2.21	2.65	2.39
DON'T KNOW	32 1.8	16 2.0	16 1.7	20 1.4	11 3.8	2 1.0	5 1.4	7 1.6	10 2.4	7 2.2	16 1.4	16 2.5	2 .7	13 2.1	13 2.1	4 1.8
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	927	285

(PERCENTAGES ROUNDED)
0023

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)6. PASTA

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	1755	271	1004	470	478	343	204	491	354	126	471
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	763	103	375	277	181	130	80	247	133	34	242
	43.5	38.0	37.4	58.9	37.9	37.9	39.2	50.3	37.6	27.0	51.4
2	217	32	138	47	63	40	21	67	62	18	54
	12.4	11.8	13.7	10.0	13.2	11.7	10.3	13.6	17.5	14.3	11.5
3	265	52	176	38	92	66	27	56	42	33	58
	15.1	19.2	17.5	8.1	19.2	19.2	13.2	11.4	11.9	26.2	12.3
4	229	48	139	42	62	48	34	64	55	19	41
	13.0	17.7	13.8	8.9	13.0	14.0	16.7	13.0	15.5	15.1	8.7
5 - VERY LIKELY	249	34	169	46	73	57	37	54	56	22	67
	14.2	12.5	16.8	9.8	15.3	16.6	18.1	11.0	15.8	17.5	14.2
SIGMA (EXCLUDE DK)	1724	268	996	450	471	342	199	487	348	126	462
	98.2	98.9	99.2	95.7	98.5	99.7	97.5	99.2	98.3	100.0	98.1
MEAN (EXCLUDE DK)	2.41	2.54	2.59	1.96	2.54	2.60	2.64	2.21	2.54	2.81	2.21
DON'T KNOW	32	3	7	20	7	1	5	4	6	-	10
	1.8	1.1	.7	4.3	1.5	.3	2.5	.8	1.7		2.1
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0055

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)G. PASTA

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	1755	394	64	330	439	249	190	587	370	217	335	113	222	432	493	831
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	763	150	19	132	174	101	73	316	184	130	126	42	84	191	180	393
	43.5	38.1	29.7	40.0	39.6	40.6	38.4	53.5	49.7	59.9	37.6	37.2	37.8	44.2	36.5	47.3
2	217	43	7	36	52	30	22	64	42	22	57	17	40	58	70	89
	12.4	10.9	10.9	10.9	11.8	12.0	11.6	10.9	11.4	10.1	17.0	15.0	18.0	13.4	14.2	10.7
3	265	75	19	56	69	35	34	68	44	23	53	16	37	67	85	113
	15.1	19.0	29.7	17.0	15.7	14.1	17.9	11.6	11.9	10.6	15.8	14.2	16.7	15.5	17.2	13.6
4	229	62	7	55	75	46	29	59	40	20	33	14	19	58	67	104
	13.0	15.7	10.9	16.7	17.1	18.5	15.3	10.1	10.8	9.2	9.9	12.4	8.6	13.4	13.6	12.5
5 - VERY LIKELY	249	63	13	50	62	32	30	71	48	23	53	19	34	49	83	117
	14.2	16.0	20.3	15.2	14.1	12.9	15.8	12.1	13.0	10.6	15.8	16.8	15.3	11.3	16.8	14.1
SIGMA (EXCLUDE DK)	1724	393	64	329	433	244	189	576	358	217	322	109	213	423	484	817
	98.2	99.7	100.0	99.7	98.6	98.0	99.5	98.1	96.8	100.0	96.1	96.5	95.9	97.9	98.2	98.3
MEAN (EXCLUDE DK)	2.41	2.60	2.83	2.56	2.53	2.50	2.58	2.15	2.24	2.01	2.48	2.57	2.43	2.33	2.60	2.34
DON'T KNOW	32	1	-	1	6	5	1	12	12	-	13	4	9	9	8	15
	1.8	.3		.3	1.4	2.0	.5	2.0	3.2		3.9	3.5	4.1	2.1	1.6	1.8
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0087

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)H. ORIENTAL FAST FOOD

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2317 100.0	1108 100.0	1209 100.0	2041 100.0	273 100.0	303 100.0	517 100.0	606 100.0	511 100.0	351 100.0	1537 100.0	780 100.0	364 100.0	774 100.0	882 100.0	282 100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1283 55.4	617 55.7	666 55.1	1123 55.0	157 57.5	134 44.2	230 44.5	304 50.2	334 65.4	261 74.4	855 55.6	428 54.9	225 61.8	426 55.0	487 55.2	138 48.9
2	259 11.2	140 12.6	119 9.8	232 11.4	27 9.9	58 19.1	67 13.0	73 12.0	32 6.3	28 8.0	176 11.5	83 10.6	30 8.2	103 13.3	96 10.9	28 9.9
3	299 12.9	146 13.2	153 12.7	269 13.2	29 10.6	35 11.6	85 16.4	108 17.8	52 10.2	14 4.0	210 13.7	88 11.3	30 8.2	89 11.5	129 14.6	45 16.0
4	228 9.8	106 9.6	122 10.1	198 9.7	30 11.0	46 15.2	67 13.0	51 8.4	43 8.4	18 5.1	131 8.5	98 12.6	33 9.1	68 8.8	92 10.4	36 12.8
5 - VERY LIKELY	220 9.5	85 7.7	135 11.2	196 9.6	24 8.8	27 8.9	65 12.6	60 9.9	43 8.4	25 7.1	147 9.6	74 9.5	42 11.5	72 9.3	74 8.4	32 11.3
SIGMA (EXCLUDE DK)	2289 98.8	1094 98.7	1195 98.8	2019 98.9	267 97.8	301 99.3	515 99.6	596 98.3	504 98.6	345 98.3	1518 98.8	771 98.8	360 98.9	758 97.9	878 99.5	279 98.9
MEAN (EXCLUDE DK)	2.06	2.00	2.12	2.06	2.03	2.25	2.36	2.14	1.87	1.61	2.04	2.10	1.99	2.02	2.05	2.27
DON'T KNOW	27 1.2	14 1.3	14 1.2	22 1.1	5 1.8	2 .7	2 .4	10 1.7	7 1.4	6 1.7	19 1.2	9 1.2	4 1.1	16 2.1	4 .5	3 1.1
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0024

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)M. ORIENTAL FAST FOOD

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2317	430	1334	543	720	466	262	587	448	155	605
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	1283	178	743	355	344	236	148	385	215	78	371
	55.4	41.4	55.7	65.4	47.8	50.6	56.5	65.6	48.0	50.3	61.3
2	259	74	143	41	106	55	18	47	49	16	54
	11.2	17.2	10.7	7.6	14.7	11.8	6.9	8.0	10.9	10.3	8.9
3	299	70	190	39	118	77	31	49	76	18	59
	12.9	16.3	14.2	7.2	16.4	16.5	11.8	8.3	17.0	11.6	9.8
4	228	58	124	47	85	43	27	52	56	23	43
	9.8	13.5	9.3	8.7	11.8	9.2	10.3	8.9	12.5	14.8	7.1
5 - VERY LIKELY	220	44	124	51	60	55	36	49	46	18	72
	9.5	10.2	9.3	9.4	8.3	11.8	13.7	8.3	10.3	11.6	11.9
SIGMA (EXCLUDE DK)	2289	424	1324	532	712	466	260	583	442	153	599
	98.8	98.6	99.3	98.0	98.9	100.0	99.2	99.3	98.7	98.7	99.0
MEAN (EXCLUDE DK)	2.06	2.33	2.05	1.87	2.17	2.20	2.17	1.85	2.25	2.24	1.98
DON'T KNOW	27	6	10	10	8	-	3	4	6	2	6
	1.2	1.4	.7	1.8	1.1		1.1	.7	1.3	1.3	1.0
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0056

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)H. ORIENTAL FAST FOOD

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2317	561	120	442	603	356	246	739	466	273	414	129	285	557	696	1063
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1283	314	54	259	340	207	134	439	265	174	190	62	128	317	391	575
	55.4	56.0	45.0	58.6	56.4	58.1	54.5	59.4	56.9	63.7	45.9	48.1	44.9	56.9	56.2	54.1
2	259	41	15	27	71	33	38	84	60	24	63	16	46	66	67	125
	11.2	7.3	12.5	6.1	11.8	9.3	15.4	11.4	12.9	8.8	15.2	12.4	16.1	11.8	9.6	11.8
3	299	85	23	62	71	50	21	77	46	31	66	15	51	67	84	148
	12.9	15.2	19.2	14.0	11.8	14.0	8.5	10.4	9.9	11.4	15.9	11.6	17.9	12.0	12.1	13.9
4	228	61	12	49	58	35	23	71	43	28	39	16	22	53	69	106
	9.8	10.9	10.0	11.1	9.6	9.8	9.3	9.6	9.2	10.3	9.4	12.4	7.7	9.5	9.9	10.0
5 - VERY LIKELY	220	60	17	43	54	31	23	60	46	14	47	15	31	48	75	97
	9.5	10.7	14.2	9.7	9.0	8.7	9.3	8.1	9.9	5.1	11.4	11.6	10.9	8.6	10.8	9.1
SIGMA (EXCLUDE DK)	2289	560	120	440	594	355	239	731	459	272	404	125	279	552	687	1051
	98.8	99.8	100.0	99.5	98.5	99.7	97.2	98.9	98.5	99.6	97.6	96.9	97.9	99.1	98.7	98.9
MEAN (EXCLUDE DK)	2.06	2.13	2.34	2.07	2.02	2.02	2.01	1.95	2.01	1.83	2.23	2.25	2.22	2.00	2.08	2.07
DON'T KNOW	27	1	-	1	8	1	7	8	7	1	10	4	6	6	10	12
	1.2	.2		.2	1.3	.3	2.8	1.1	1.5	.4	2.4	3.1	2.1	1.1	1.4	1.1
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0088

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)I. SUSHI OR SASHIMI

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	3067	1426	1640	2690	373	462	707	800	621	437	1966	1100	471	996	1173	410
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	2353	1068	1285	2081	268	327	524	579	521	366	1546	808	363	786	906	288
	76.7	74.9	78.4	77.4	71.8	70.8	74.1	72.4	83.9	83.8	78.6	73.5	77.1	78.9	77.2	70.2
2	236	111	125	203	33	48	74	69	29	16	137	98	31	77	79	45
	7.7	7.8	7.6	7.5	8.8	10.4	10.5	8.6	4.7	3.7	7.0	8.9	6.6	7.7	6.7	11.0
3	175	88	87	146	30	30	57	54	23	10	114	61	19	50	75	27
	5.7	6.2	5.3	5.4	8.0	6.5	8.1	6.8	3.7	2.3	5.8	5.5	4.0	5.0	6.4	6.6
4	105	58	48	93	12	29	18	45	10	3	65	40	16	12	56	20
	3.4	4.1	2.9	3.5	3.2	6.3	2.5	5.6	1.6	.7	3.3	3.6	3.4	1.2	4.8	4.9
5 - VERY LIKELY	130	66	64	115	14	19	27	30	25	27	65	64	28	45	37	20
	4.2	4.6	3.9	4.3	3.8	4.1	3.8	3.8	4.0	6.2	3.3	5.8	5.9	4.5	3.2	4.9
SIGMA (EXCLUDE DK)	2999	1391	1608	2638	356	453	700	777	607	422	1928	1071	458	970	1153	401
	97.8	97.5	98.0	98.1	95.4	98.1	99.0	97.1	97.7	96.6	98.1	97.4	97.2	97.4	98.3	97.8
MEAN (EXCLUDE DK)	1.47	1.52	1.43	1.47	1.52	1.60	1.50	1.56	1.33	1.36	1.43	1.56	1.50	1.41	1.47	1.60
DON'T KNOW	68	35	33	51	17	9	7	22	14	14	38	29	12	26	19	8
	2.2	2.5	2.0	1.9	4.6	1.9	1.0	2.8	2.3	3.2	1.9	2.6	2.5	2.6	1.6	2.0
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0025

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)I. SUSHI OR SASHIMI

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	3067	591	1811	657	982	600	385	722	652	211	775
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	2353	402	1422	523	729	459	279	590	500	162	620
	76.7	68.0	78.5	79.6	74.2	76.5	72.5	81.7	76.7	76.8	80.0
2	236	68	134	34	82	50	33	44	64	15	45
	7.7	11.5	7.4	5.2	8.4	8.3	8.6	6.1	9.8	7.1	5.8
3	175	48	103	24	72	44	30	19	35	16	36
	5.7	8.1	5.7	3.7	7.3	7.3	7.8	2.6	5.4	7.6	4.6
4	105	31	71	3	52	19	6	23	22	8	17
	3.4	5.2	3.9	.5	5.3	3.2	1.6	3.2	3.4	3.8	2.2
5 - VERY LIKELY	130	29	60	41	32	22	23	36	21	7	35
	4.2	4.9	3.3	6.2	3.3	3.7	6.0	5.0	3.2	3.3	4.5
SIGMA (EXCLUDE DK)	2999	577	1790	625	969	594	372	712	643	208	754
	97.8	97.6	98.8	95.1	98.7	99.0	96.6	98.6	98.6	98.6	97.3
MEAN (EXCLUDE DK)	1.47	1.64	1.44	1.41	1.53	1.47	1.55	1.42	1.44	1.48	1.41
DON'T KNOW	68	14	21	32	13	6	13	10	9	3	20
	2.2	2.4	1.2	4.9	1.3	1.0	3.4	1.4	1.4	1.4	2.6
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0057

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)I. SUSHI OR SASHIMI

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	3067	759	172	586	805	482	322	930	588	342	574	176	398	813	980	1273
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	2353	591	111	480	623	384	239	717	439	278	422	121	301	612	770	970
	76.7	77.9	64.5	81.9	77.4	79.7	74.2	77.1	74.7	81.3	73.5	68.8	75.6	75.3	78.6	76.2
2	236	60	16	44	61	32	29	74	55	20	40	12	29	52	73	110
	7.7	7.9	9.3	7.5	7.6	6.6	9.0	8.0	9.4	5.8	7.0	6.8	7.3	6.4	7.4	8.6
3	175	45	16	29	37	23	14	44	24	21	49	16	33	58	48	69
	5.7	5.9	9.3	4.9	4.6	4.8	4.3	4.7	4.1	6.1	8.5	9.1	8.3	7.1	4.9	5.4
4	105	25	11	13	30	20	9	27	21	6	24	9	15	38	29	38
	3.4	3.3	6.4	2.2	3.7	4.1	2.8	2.9	3.6	1.8	4.2	5.1	3.8	4.7	3.0	3.0
5 - VERY LIKELY	130	30	12	17	35	17	18	42	30	13	23	15	8	36	43	50
	4.2	4.0	7.0	2.9	4.3	3.5	5.6	4.5	5.1	3.8	4.0	8.5	2.0	4.4	4.4	3.9
SIGMA (EXCLUDE DK)	2999	750	166	584	786	476	310	906	569	336	557	172	385	797	964	1238
	97.8	98.8	96.5	99.7	97.6	98.8	96.3	97.4	96.8	98.2	97.0	97.7	96.7	98.0	98.4	97.3
MEAN (EXCLUDE DK)	1.47	1.46	1.78	1.36	1.46	1.43	1.51	1.46	1.50	1.39	1.54	1.76	1.44	1.54	1.45	1.45
DON'T KNOW	68	8	6	2	19	6	12	24	19	5	17	4	13	16	16	35
	2.2	1.1	3.5	.3	2.4	1.2	3.7	2.6	3.2	1.5	3.0	2.3	3.3	2.0	1.6	2.7
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0089

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)J. MESQUITE GRILLING

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2962	1393	1569	2585	374	445	673	765	613	426	1875	1088	467	951	1113	416
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1785	798	987	1550	232	208	356	403	441	348	1156	629	298	612	624	242
	60.3	57.3	62.9	60.0	62.0	46.7	52.9	52.7	71.9	81.7	61.7	57.8	63.8	64.4	56.1	58.2
2	319	150	169	275	44	81	93	81	46	16	196	123	45	86	142	43
	10.8	10.8	10.8	10.6	11.8	18.2	13.8	10.6	7.5	3.8	10.5	11.3	9.6	9.0	12.8	10.3
3	306	168	139	269	37	67	83	105	39	9	180	126	44	95	124	41
	10.3	12.1	8.9	10.4	9.9	15.1	12.3	13.7	6.4	2.1	9.6	11.6	9.4	10.0	11.1	9.9
4	205	107	98	178	26	37	68	59	24	14	139	66	24	58	90	32
	6.9	7.7	6.2	6.9	7.0	8.3	10.1	7.7	3.9	3.3	7.4	6.1	5.1	6.1	8.1	7.7
5 - VERY LIKELY	219	115	104	205	14	42	51	75	36	13	130	89	29	63	93	33
	7.4	8.3	6.6	7.9	3.7	9.4	7.6	9.8	5.9	3.1	6.9	8.2	6.2	6.6	8.4	7.9
SIGMA (EXCLUDE DK)	2834	1338	1496	2478	353	435	650	723	586	400	1801	1033	441	914	1073	392
	95.7	96.1	95.3	95.9	94.4	97.8	96.6	94.5	95.6	93.9	96.1	94.9	94.4	96.1	96.4	94.2
MEAN (EXCLUDE DK)	1.85	1.95	1.77	1.88	1.71	2.13	2.02	2.06	1.58	1.32	1.83	1.90	1.73	1.77	1.96	1.90
DON'T KNOW	128	55	73	107	21	10	23	42	27	26	74	55	27	37	40	25
	4.3	3.9	4.7	4.1	5.6	2.2	3.4	5.5	4.4	6.1	3.9	5.1	5.8	3.9	3.6	6.0
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0026

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)J. MESQUITE GRILLING

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	2962	574	1747	631	927	590	369	704	631	202	734
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	1785	280	1048	448	482	331	222	485	363	120	502
	60.3	48.8	60.0	71.0	52.0	56.1	60.2	68.9	57.5	59.4	68.4
2	319	89	206	24	117	78	37	58	80	30	59
	10.8	15.5	11.8	3.8	12.6	13.2	10.0	8.2	12.7	14.9	8.0
3	306	85	196	25	131	70	37	52	73	16	50
	10.3	14.8	11.2	4.0	14.1	11.9	10.0	7.4	11.6	7.9	6.8
4	205	53	122	30	84	52	16	41	36	16	45
	6.9	9.2	7.0	4.8	9.1	8.8	4.3	5.8	5.7	7.9	6.1
5 - VERY LIKELY	219	49	121	49	84	37	35	41	47	11	45
	7.4	8.5	6.9	7.8	9.1	6.3	9.5	5.8	7.4	5.4	6.1
SIGMA (EXCLUDE DK)	2834	556	1693	576	897	568	347	677	599	194	701
	95.7	96.9	96.9	91.3	96.8	96.3	94.0	96.2	94.9	96.0	95.5
MEAN (EXCLUDE DK)	1.85	2.11	1.85	1.62	2.08	1.92	1.86	1.66	1.87	1.80	1.67
DON'T KNOW	128	17	54	55	30	22	22	28	32	9	33
	4.3	3.0	3.1	8.7	3.2	3.7	6.0	4.0	5.1	4.5	4.5
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0058

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)J. MESQUITE GRILLING

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2962	772	180	592	780	471	310	873	567	306	537	161	376	803	917	1242
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1785	503	100	403	474	287	187	546	352	194	262	71	191	464	535	786
	60.3	65.2	55.6	68.1	60.8	60.9	60.3	62.5	62.1	63.4	48.8	44.1	50.8	57.8	58.3	63.3
2	319	84	13	71	74	45	29	86	60	26	75	20	55	85	88	146
	10.8	10.9	7.2	12.0	9.5	9.6	9.4	9.9	10.6	8.5	14.0	12.4	14.6	10.6	9.6	11.8
3	306	62	25	38	92	51	41	78	55	23	74	29	45	113	93	101
	10.3	8.0	13.9	6.4	11.8	10.8	13.2	8.9	9.7	7.5	13.8	18.0	12.0	14.1	10.1	8.1
4	205	51	16	35	50	33	16	56	31	25	48	15	34	53	74	77
	6.9	6.6	8.9	5.9	6.4	7.0	5.2	6.4	5.5	8.2	8.9	9.3	9.0	6.6	8.1	6.2
5 - VERY LIKELY	219	38	19	19	52	33	19	71	42	29	58	21	38	57	82	80
	7.4	4.9	10.6	3.2	6.7	7.0	6.1	8.1	7.4	9.5	10.8	13.0	10.1	7.1	8.9	6.4
SIGMA (EXCLUDE DK)	2834	738	173	565	742	450	292	836	539	297	517	155	362	771	873	1190
	95.7	95.6	96.1	95.4	95.1	95.5	94.2	95.8	95.1	97.1	96.3	96.3	96.3	96.0	95.2	95.8
MEAN (EXCLUDE DK)	1.85	1.70	2.08	1.58	1.83	1.84	1.80	1.83	1.79	1.89	2.16	2.31	2.10	1.90	1.95	1.75
DON'T KNOW	128	34	6	27	38	21	17	37	28	9	20	6	13	32	44	52
	4.3	4.4	3.3	4.6	4.9	4.5	5.5	4.2	4.9	2.9	3.7	3.7	3.5	4.0	4.8	4.2
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0090

THE GALLUP ORGANIZATION, INC.
PRINCETON, N.J.

NRA SPECIALTY RESTAURANTS
SURVEY

G086096
APRIL, 1986

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)K. BARBECUE

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	1713 100.0	749 100.0	965 100.0	1519 100.0	191 100.0	201 100.0	364 100.0	479 100.0	387 100.0	256 100.0	1107 100.0	606 100.0	293 100.0	557 100.0	529 100.0	223 100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	567 33.1	232 31.0	335 34.7	500 32.9	65 34.0	35 17.4	83 22.8	107 22.3	178 46.0	152 59.4	367 33.2	200 33.0	130 44.4	227 40.8	143 22.7	60 26.9
2	163 9.5	70 9.3	93 9.6	143 9.4	19 9.9	18 9.0	37 10.2	59 12.3	35 9.0	13 5.1	103 9.3	60 9.9	24 8.2	45 8.1	71 11.3	22 9.9
3	362 21.1	176 23.5	186 19.3	335 22.1	27 14.1	38 18.9	76 20.9	116 24.2	72 18.6	51 19.9	247 22.3	116 19.1	57 19.5	112 20.1	146 23.2	45 20.2
4	267 15.6	120 16.0	148 15.3	246 16.2	21 11.0	46 22.9	91 25.0	75 15.7	36 9.3	17 6.6	170 15.4	98 16.2	31 10.6	61 11.0	139 22.1	37 16.6
5 - VERY LIKELY	335 19.6	142 19.0	193 20.0	282 18.6	52 27.2	61 30.3	77 21.2	109 22.8	65 16.8	22 8.6	210 19.0	124 20.5	47 16.0	105 18.9	125 19.9	56 25.1
SIGMA (EXCLUDE DK)	1693 98.8	740 98.8	953 98.8	1506 99.1	184 96.3	199 99.0	363 99.7	466 97.3	385 99.5	255 99.6	1096 99.0	598 98.7	290 99.0	549 98.6	623 99.0	220 98.7
MEAN (EXCLUDE DK)	2.79	2.82	2.76	2.78	2.88	3.40	3.12	3.04	2.42	1.99	2.78	2.81	2.46	2.58	3.05	3.04
DON'T KNOW	20 1.2	9 1.2	11 1.1	13 .9	7 3.7	2 1.0	1 .3	13 2.7	2 .5	1 .4	11 1.0	9 1.5	3 1.0	8 1.4	6 1.0	3 1.3
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0027

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)K. BARBECUE

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	1713	366	973	369	544	329	199	412	359	139	465
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	567	88	303	171	142	90	72	177	107	38	190
	33.1	24.0	31.1	46.3	26.1	27.4	36.2	43.0	29.8	27.3	40.9
2	163	49	91	22	63	40	12	28	44	16	32
	9.5	13.4	9.4	6.0	11.6	12.2	6.0	6.8	12.3	11.5	6.9
3	362	97	201	63	136	70	43	68	80	32	74
	21.1	26.5	20.7	17.1	25.0	21.3	21.6	16.5	22.3	23.0	15.9
4	267	68	176	23	105	52	20	73	60	26	61
	15.6	18.6	18.1	6.2	19.3	15.8	10.1	17.7	16.7	18.7	13.1
5 - VERY LIKELY	335	58	194	83	91	76	50	63	62	27	103
	19.6	15.8	19.9	22.5	16.7	23.1	25.1	15.3	17.3	19.4	22.2
SIGMA (EXCLUDE DK)	1693	361	965	362	538	328	197	409	354	139	459
	98.8	98.6	99.2	98.1	98.9	99.7	99.0	99.3	98.6	100.0	98.7
MEAN (EXCLUDE DK)	2.79	2.89	2.86	2.51	2.89	2.95	2.83	2.55	2.79	2.91	2.69
DON'T KNOW	20	5	7	7	6	1	1	3	6	-	6
	1.2	1.4	.7	1.9	1.1	.3	.5	.7	1.7		1.3
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0059

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)K. BARBECUE

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	1713	554	131	423	441	275	166	394	246	148	324	106	218	442	547	725
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	567	193	31	162	123	78	46	146	85	61	105	34	71	150	183	234
	33.1	34.8	23.7	38.3	27.9	28.4	27.7	37.1	34.6	41.2	32.4	32.1	32.6	33.9	33.5	32.3
2	163	59	15	44	37	20	17	30	16	14	37	5	32	45	57	61
	9.5	10.6	11.5	10.4	8.4	7.3	10.2	7.6	6.5	9.5	11.4	4.7	14.7	10.2	10.4	8.4
3	362	117	44	73	109	64	45	78	47	31	57	18	39	79	123	160
	21.1	21.1	33.6	17.3	24.7	23.3	27.1	19.8	19.1	20.9	17.6	17.0	17.9	17.9	22.5	22.1
4	267	99	21	79	77	51	26	43	34	10	47	20	27	67	84	116
	15.6	17.9	16.0	18.7	17.5	18.5	15.7	10.9	13.8	6.8	14.5	18.9	12.4	15.2	15.4	16.0
5 - VERY LIKELY	335	82	20	62	89	59	30	92	60	33	72	29	43	93	93	149
	19.6	14.8	15.3	14.7	20.2	21.5	18.1	23.4	24.4	22.3	22.2	27.4	19.7	21.0	17.0	20.6
SIGMA (EXCLUDE DK)	1693	550	131	419	435	272	164	389	241	148	318	106	213	433	541	719
	98.8	99.3	100.0	99.1	98.6	98.9	98.8	98.7	98.0	100.0	98.1	100.0	97.7	98.0	98.9	99.2
MEAN (EXCLUDE DK)	2.79	2.67	2.89	2.61	2.94	2.97	2.86	2.76	2.87	2.59	2.83	3.04	2.70	2.79	2.72	2.84
DON'T KNOW	20	3	-	3	6	3	3	5	5	-	6	-	6	8	6	5
	1.2	.5		.7	1.4	1.1	1.8	1.3	2.0		1.9		2.8	1.8	1.1	.7
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0091

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)L. DIET OR LITE MENU ITEMS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2314	1131	1183	2015	297	343	540	586	482	335	1471	843	352	764	870	315
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1170	632	538	1010	158	154	244	283	284	190	742	428	200	407	401	156
	50.6	55.9	45.5	50.1	53.2	44.9	45.2	48.3	58.9	56.7	50.4	50.8	56.8	53.3	46.1	49.5
2	285	170	115	252	32	51	60	68	57	42	160	125	56	78	112	33
	12.3	15.0	9.7	12.5	10.8	14.9	11.1	11.6	11.8	12.5	10.9	14.8	15.9	10.2	12.9	10.5
3	386	165	221	339	47	63	115	91	77	35	257	129	41	134	159	52
	16.7	14.6	18.7	16.8	15.8	18.4	21.3	15.5	16.0	10.4	17.5	15.3	11.6	17.5	18.3	16.5
4	226	80	145	192	34	46	58	68	31	23	149	76	23	65	106	32
	9.8	7.1	12.3	9.5	11.4	13.4	10.7	11.6	6.4	6.9	10.1	9.0	6.5	8.5	12.2	10.2
5 - VERY LIKELY	198	55	143	184	14	25	53	58	28	34	134	65	27	57	81	34
	8.6	4.9	12.1	9.1	4.7	7.3	9.8	9.9	5.8	10.1	9.1	7.7	7.7	7.5	9.3	10.8
SIGMA (EXCLUDE DK)	2265	1103	1162	1976	286	338	530	568	476	324	1442	823	346	740	859	306
	97.9	97.5	98.2	98.1	96.3	98.5	98.1	98.9	98.8	96.7	98.0	97.6	98.3	96.9	98.7	97.1
MEAN (EXCLUDE DK)	2.12	1.87	2.35	2.13	2.00	2.22	2.28	2.21	1.87	1.98	2.15	2.06	1.90	2.04	2.25	2.20
DON'T KNOW	50	28	21	39	11	5	9	18	6	11	29	21	6	24	12	9
	2.2	2.5	1.8	1.9	3.7	1.5	1.7	3.1	1.2	3.3	2.0	2.5	1.7	3.1	1.4	2.9
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0028

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)L. DIET OR LITE MENU ITEMS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	2314	437	1359	510	725	447	272	577	433	157	592
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	1170	182	694	291	322	223	144	329	195	54	289
	50.6	41.6	51.1	57.1	44.4	49.9	52.9	57.0	45.0	34.4	48.8
2	285	72	164	49	104	51	37	60	42	25	49
	12.3	16.5	12.1	9.6	14.3	11.4	13.6	10.4	9.7	15.9	8.3
3	386	102	218	66	141	85	38	76	83	28	110
	16.7	23.3	16.0	12.9	19.4	19.0	14.0	13.2	19.2	17.8	18.6
4	226	48	132	46	78	55	22	53	55	25	63
	9.8	11.0	9.7	9.0	10.8	12.3	8.1	9.2	12.7	15.9	10.6
5 - VERY LIKELY	198	29	132	38	69	29	29	48	52	25	66
	8.6	6.6	9.7	7.5	9.5	6.5	10.7	8.3	12.0	15.9	11.1
SIGMA (EXCLUDE DK)	2265	434	1338	489	714	443	270	566	427	157	576
	97.9	99.3	98.5	95.9	98.5	99.1	99.3	98.1	98.6	100.0	97.3
MEAN (EXCLUDE DK)	2.12	2.24	2.14	1.96	2.25	2.14	2.10	2.00	2.37	2.63	2.25
DON'T KNOW	50	3	21	21	11	4	1	11	6	-	16
	2.2	.7	1.5	4.1	1.5	.9	.4	1.9	1.4		2.7
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0060

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)L. DIET OR LITE MENU ITEMS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2314	612	134	478	544	320	224	697	439	259	462	131	330	623	735	956
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1170	339	64	275	266	154	113	343	191	152	222	61	161	342	349	480
	50.6	55.4	47.8	57.5	48.9	48.1	50.4	49.2	43.5	58.7	48.1	46.6	48.8	54.9	47.5	50.2
2	285	78	20	59	71	42	29	60	35	25	75	14	61	86	93	106
	12.3	12.7	14.9	12.3	13.1	13.1	12.9	8.6	8.0	9.7	16.2	10.7	18.5	13.8	12.7	11.1
3	386	92	26	66	98	67	31	125	73	51	71	23	48	95	136	154
	16.7	15.0	19.4	13.8	18.0	20.9	13.8	17.9	16.6	19.7	15.4	17.6	14.5	15.2	18.5	16.1
4	226	52	9	44	52	29	23	78	68	10	44	16	28	42	78	106
	9.8	8.5	6.7	9.2	9.6	9.1	10.3	11.2	15.5	3.9	9.5	12.2	8.5	6.7	10.6	11.1
5 - VERY LIKELY	198	49	15	34	53	25	28	62	49	13	34	14	20	45	67	86
	8.6	8.0	11.2	7.1	9.7	7.8	12.5	8.9	11.2	5.0	7.4	10.7	6.1	7.2	9.1	9.0
SIGMA (EXCLUDE DK)	2265	611	134	477	541	318	223	668	417	251	445	127	318	610	723	932
	97.9	99.8	100.0	99.8	99.4	99.4	99.6	95.8	95.0	96.9	96.3	96.9	96.4	97.9	98.4	97.5
MEAN (EXCLUDE DK)	2.12	2.00	2.19	1.95	2.17	2.14	2.22	2.19	2.40	1.83	2.09	2.29	2.01	1.95	2.20	2.15
DON'T KNOW	50	1	-	1	3	2	1	29	22	8	16	4	12	13	12	25
	2.2	.2		.2	.6	.6	.4	4.2	5.0	3.1	3.5	3.1	3.6	2.1	1.6	2.6
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0092

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)M. PIZZA DELIVERY

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	1723	789	934	1482	237	132	319	435	463	352	1118	604	329	617	574	189
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	838	369	469	711	124	23	103	176	267	251	540	298	202	359	211	60
	48.6	46.8	50.2	48.0	52.3	17.4	32.3	40.5	57.7	71.3	48.3	49.3	61.4	58.2	36.8	31.7
2	206	109	98	173	33	16	57	64	36	33	118	88	49	54	79	20
	12.0	13.8	10.5	11.7	13.9	12.1	17.9	14.7	7.8	9.4	10.6	14.6	14.9	8.8	13.8	10.6
3	214	122	92	195	19	20	56	77	50	10	159	55	15	59	105	32
	12.4	15.5	9.9	13.2	8.0	15.2	17.6	17.7	10.8	2.8	14.2	9.1	4.6	9.6	18.3	16.9
4	189	84	105	159	30	22	43	47	57	20	122	67	24	66	73	25
	11.0	10.6	11.2	10.7	12.7	16.7	13.5	10.8	12.3	5.7	10.9	11.1	7.3	10.7	12.7	13.2
5 - VERY LIKELY	250	94	157	221	30	52	57	66	46	28	164	86	35	64	105	47
	14.5	11.9	16.8	14.9	12.7	39.4	17.9	15.2	9.9	8.0	14.7	14.2	10.6	10.4	18.3	24.9
SIGMA (EXCLUDE DK)	1697	778	920	1459	235	132	315	431	455	342	1103	595	326	601	572	185
	98.5	98.6	98.5	98.4	99.2	100.0	98.7	99.1	98.3	97.2	98.7	98.5	99.1	97.4	99.7	97.9
MEAN (EXCLUDE DK)	2.30	2.26	2.33	2.32	2.18	3.48	2.67	2.45	2.07	1.66	2.32	2.25	1.89	2.04	2.62	2.88
DON'T KNOW	25	11	14	23	2	-	4	5	7	10	16	10	3	16	2	4
	1.5	1.4	1.5	1.6	.8		1.3	1.1	1.5	2.8	1.4	1.7	.9	2.6	.3	2.1
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0029

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)M. PIZZA DELIVERY

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED
WEIGHTED BASE	1723	314	959	440	513	316	219	440	333	110	491
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	838	157	450	226	234	124	87	254	159	46	264
	48.6	50.0	46.9	51.4	45.6	39.2	39.7	57.7	47.7	41.8	53.8
2	206	36	118	53	61	42	33	49	51	12	34
	12.0	11.5	12.3	12.0	11.9	13.3	15.1	11.1	15.3	10.9	6.9
3	214	39	144	31	86	54	30	22	44	15	33
	12.4	12.4	15.0	7.0	16.8	17.1	13.7	5.0	13.2	13.6	6.7
4	189	35	99	54	50	54	29	41	27	10	68
	11.0	11.1	10.3	12.3	9.7	17.1	13.2	9.3	8.1	9.1	13.8
5 - VERY LIKELY	250	44	135	71	76	43	39	63	49	26	82
	14.5	14.0	14.1	16.1	14.8	13.6	17.8	14.3	14.7	23.6	16.7
SIGMA (EXCLUDE DK)	1697	311	946	435	507	316	218	429	330	110	480
	98.5	99.0	98.6	98.9	98.8	100.0	99.5	97.5	99.1	100.0	97.8
MEAN (EXCLUDE DK)	2.30	2.28	2.32	2.29	2.35	2.53	2.54	2.09	2.26	2.61	2.31
DON'T KNOW	25	3	13	5	7	-	1	11	3	-	11
	1.5	1.0	1.4	1.1	1.4		.5	2.5	.9		2.2
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0061

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)M. PIZZA DELIVERY

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	1723	453	100	353	415	217	198	543	340	203	311	77	234	430	501	792
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	838	237	39	197	160	78	82	272	167	105	170	31	139	224	258	356
	48.6	52.3	39.0	55.8	38.6	35.9	41.4	50.1	49.1	51.7	54.7	40.3	59.4	52.1	51.5	44.9
2	206	46	18	29	48	30	18	58	31	27	54	15	38	49	69	88
	12.0	10.2	18.0	8.2	11.6	13.8	9.1	10.7	9.1	13.3	17.4	19.5	16.2	11.4	13.8	11.1
3	214	67	18	49	57	31	27	60	36	24	30	8	22	49	55	111
	12.4	14.8	18.0	13.9	13.7	14.3	13.6	11.0	10.6	11.8	9.6	10.4	9.4	11.4	11.0	14.0
4	189	42	7	35	55	31	24	66	38	28	25	7	18	42	52	95
	11.0	9.3	7.0	9.9	13.3	14.3	12.1	12.2	11.2	13.8	8.0	9.1	7.7	9.8	10.4	12.0
5 - VERY LIKELY	250	61	17	43	90	45	45	74	55	18	26	12	14	57	67	126
	14.5	13.5	17.0	12.2	21.7	20.7	22.7	13.6	16.2	8.9	8.4	15.6	6.0	13.3	13.4	15.9
SIGMA (EXCLUDE DK)	1697	453	100	353	410	214	196	530	327	202	305	73	232	421	500	776
	98.5	100.0	100.0	100.0	98.8	98.6	99.0	97.6	96.2	99.5	98.1	94.8	99.1	97.9	99.8	98.0
MEAN (EXCLUDE DK)	2.30	2.21	2.44	2.15	2.68	2.71	2.65	2.27	2.34	2.15	1.96	2.37	1.83	2.19	2.20	2.42
DON'T KNOW	25	-	-	-	5	3	2	14	12	1	6	4	2	8	1	16
	1.5				1.2	1.4	1.0	2.6	3.5	.5	1.9	5.2	.9	1.9	.2	2.0
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0093

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)N. DISPLAY COOKING IN FRONT OF PATRONS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	2820	1318	1502	2471	346	420	638	750	583	403	1796	1024	439	906	1082	378
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1342	591	750	1167	172	141	248	311	353	271	864	478	251	456	468	162
	47.6	44.8	49.9	47.2	49.7	33.6	38.9	41.5	60.5	67.2	48.1	46.7	57.2	50.3	43.3	42.9
2	322	190	132	279	43	60	87	94	47	33	209	113	38	111	133	40
	11.4	14.4	8.8	11.3	12.4	14.3	13.6	12.5	8.1	8.2	11.6	11.0	8.7	12.3	12.3	10.6
3	513	247	266	457	56	109	128	156	77	38	330	183	57	160	206	86
	18.2	18.7	17.7	18.5	16.2	26.0	20.1	20.8	13.2	9.4	18.4	17.9	13.0	17.7	19.0	22.8
4	250	117	133	229	21	59	73	71	36	12	161	89	31	69	104	46
	8.9	8.9	8.9	9.3	6.1	14.0	11.4	9.5	6.2	3.0	9.0	8.7	7.1	7.6	9.6	12.2
5 - VERY LIKELY	330	140	190	292	39	46	95	98	53	37	192	138	53	83	148	42
	11.7	10.6	12.6	11.8	11.3	11.0	14.9	13.1	9.1	9.2	10.7	13.5	12.1	9.2	13.7	11.1
SIGMA (EXCLUDE DK)	2757	1287	1471	2424	330	414	630	731	566	390	1756	1001	430	878	1059	375
	97.8	97.6	97.9	98.1	95.4	98.6	98.7	97.5	97.1	96.8	97.8	97.8	97.9	96.9	97.9	99.2
MEAN (EXCLUDE DK)	2.24	2.24	2.24	2.26	2.13	2.54	2.49	2.38	1.92	1.75	2.21	2.30	2.06	2.10	2.37	2.38
DON'T KNOW	63	31	31	47	15	5	8	19	17	13	40	22	9	27	23	3
	2.2	2.4	2.1	1.9	4.3	1.2	1.3	2.5	2.9	3.2	2.2	2.1	2.1	3.0	2.1	.8
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0030

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)N. DISPLAY COOKING IN FRONT OF PATRONS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	2820	544	1648	617	905	545	355	671	593	189	719
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	1342	217	759	361	394	227	154	392	266	69	414
	47.6	39.9	46.1	58.5	43.5	41.7	43.4	58.4	44.9	36.5	57.6
2	322	88	185	49	129	65	32	67	55	30	47
	11.4	16.2	11.2	7.9	14.3	11.9	9.0	10.0	9.3	15.9	6.5
3	513	111	337	65	182	107	61	91	121	39	106
	18.2	20.4	20.4	10.5	20.1	19.6	17.2	13.6	20.4	20.6	14.7
4	250	63	158	29	88	74	24	41	67	18	48
	8.9	11.6	9.6	4.7	9.7	13.6	6.8	6.1	11.3	9.5	6.7
5 - VERY LIKELY	330	58	186	87	99	68	70	69	74	29	87
	11.7	10.7	11.3	14.1	10.9	12.5	19.7	10.3	12.5	15.3	12.1
SIGMA (EXCLUDE DK)	2757	538	1625	590	892	542	340	660	583	185	701
	97.8	98.9	98.6	95.6	98.6	99.4	95.8	98.4	98.3	97.9	97.5
MEAN (EXCLUDE DK)	2.24	2.36	2.28	2.03	2.29	2.43	2.48	1.98	2.36	2.52	2.07
DON'T KNOW	63	7	23	28	13	3	15	10	11	4	17
	2.2	1.3	1.4	4.5	1.4	.6	4.2	1.5	1.9	2.1	2.4
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0062

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)N. DISPLAY COOKING IN FRONT OF PATRONS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	2820	736	171	565	708	424	284	838	526	312	538	160	378	754	912	1154
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1342	354	63	291	302	178	124	445	261	184	240	79	161	332	440	569
	47.6	48.1	36.8	51.5	42.7	42.0	43.7	53.1	49.6	59.0	44.6	49.4	42.6	44.0	48.2	49.3
2	322	96	30	66	73	41	32	91	51	40	63	16	46	84	104	135
	11.4	13.0	17.5	11.7	10.3	9.7	11.3	10.9	9.7	12.8	11.7	10.0	12.2	11.1	11.4	11.7
3	513	134	38	96	151	99	51	115	83	32	113	33	81	152	170	191
	18.2	18.2	22.2	17.0	21.3	23.3	18.0	13.7	15.8	10.3	21.0	20.6	21.4	20.2	18.6	16.6
4	250	68	15	53	82	46	36	59	42	17	41	8	33	77	84	89
	8.9	9.2	8.8	9.4	11.6	10.8	12.7	7.0	8.0	5.4	7.6	5.0	8.7	10.2	9.2	7.7
5 - VERY LIKELY	330	82	25	57	88	55	33	99	69	30	61	20	42	97	100	134
	11.7	11.1	14.6	10.1	12.4	13.0	11.6	11.8	13.1	9.6	11.3	12.5	11.1	12.9	11.0	11.6
SIGMA (EXCLUDE DK)	2757	733	171	563	696	419	277	809	505	303	519	156	363	741	898	1119
	97.8	99.6	100.0	99.6	98.3	98.8	97.5	96.5	96.0	97.1	96.5	97.5	96.0	98.3	98.5	97.0
MEAN (EXCLUDE DK)	2.24	2.22	2.47	2.14	2.40	2.42	2.36	2.11	2.23	1.91	2.27	2.19	2.31	2.35	2.22	2.18
DON'T KNOW	63	3	-	3	12	5	7	29	21	8	19	4	15	13	15	35
	2.2	.4		.5	1.7	1.2	2.5	3.5	4.0	2.6	3.5	2.5	4.0	1.7	1.6	3.0
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0094

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)O. BAKERY ITEMS SUCH AS CROISSANTS, MUFFINS, CINNAMON BARS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	1659	761	899	1455	202	213	365	425	370	263	1091	568	256	543	637	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	609	278	332	533	74	48	89	136	181	140	377	232	132	206	198	70
	36.7	36.5	36.9	36.6	36.6	22.5	24.4	32.0	48.9	53.2	34.6	40.8	51.6	37.9	31.1	33.0
2	233	135	98	207	25	31	56	62	43	36	142	91	24	89	87	33
	14.0	17.7	10.9	14.2	12.4	14.6	15.3	14.6	11.6	13.7	13.0	16.0	9.4	16.4	13.7	15.6
3	347	150	197	307	40	52	93	99	67	35	252	95	33	114	158	42
	20.9	19.7	21.9	21.1	19.8	24.4	25.5	23.3	18.1	13.3	23.1	16.7	12.9	21.0	24.8	19.8
4	188	89	99	162	26	40	55	52	20	21	116	72	29	54	80	22
	11.3	11.7	11.0	11.1	12.9	18.8	15.1	12.2	5.4	8.0	10.6	12.7	11.3	9.9	12.6	10.4
5 - VERY LIKELY	246	86	160	214	32	40	68	70	47	21	176	70	32	65	104	41
	14.8	11.3	17.8	14.7	15.8	18.8	18.6	16.5	12.7	8.0	16.1	12.3	12.5	12.0	16.3	19.3
SIGMA (EXCLUDE DK)	1623	738	886	1424	197	211	360	419	358	253	1063	560	250	527	627	208
	97.8	97.0	98.6	97.9	97.5	99.1	98.6	98.6	96.8	96.2	97.4	98.6	97.7	97.1	98.4	98.1
MEAN (EXCLUDE DK)	2.53	2.42	2.61	2.52	2.57	2.97	2.88	2.66	2.19	2.00	2.60	2.39	2.22	2.40	2.69	2.67
DON'T KNOW	36	23	13	31	5	2	5	6	12	10	28	8	6	16	10	4
	2.2	3.0	1.4	2.1	2.5	.9	1.4	1.4	3.2	3.8	2.6	1.4	2.3	2.9	1.6	1.9
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0031

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)0. BAKERY ITEMS SUCH AS CROISSANTS, MUFFINS, CINNAMON BARS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	1659	296	951	403	477	337	213	402	338	130	428
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	609	94	336	175	154	93	78	186	96	40	196
	36.7	31.8	35.3	43.4	32.3	27.6	36.6	46.3	28.4	30.8	45.8
2	233	52	138	43	79	51	26	43	54	18	26
	14.0	17.6	14.5	10.7	16.6	15.1	12.2	10.7	16.0	13.8	6.1
3	347	67	204	75	93	83	44	80	78	38	80
	20.9	22.6	21.5	18.6	19.5	24.6	20.7	19.9	23.1	29.2	18.7
4	188	50	110	29	64	51	24	33	51	8	40
	11.3	16.9	11.6	7.2	13.4	15.1	11.3	8.2	15.1	6.2	9.3
5 - VERY LIKELY	246	31	147	69	72	57	41	49	59	24	76
	14.8	10.5	15.5	17.1	15.1	16.9	19.2	12.2	17.5	18.5	17.8
SIGMA (EXCLUDE DK)	1623	293	934	391	462	336	212	391	336	128	419
	97.8	99.0	98.2	97.0	96.9	99.7	99.5	97.3	99.4	98.5	97.9
MEAN (EXCLUDE DK)	2.53	2.57	2.56	2.41	2.61	2.79	2.64	2.27	2.77	2.70	2.46
DON'T KNOW	36	3	17	13	15	1	1	11	2	2	9
	2.2	1.0	1.8	3.2	3.1	.3	.5	2.7	.6	1.5	2.1
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0063

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)0. BAKERY ITEMS SUCH AS CROISSANTS, MUFFINS, CINNAMON BARS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	1659	383	88	295	447	273	173	558	351	207	273	97	176	423	475	762
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	609	133	36	96	152	91	60	209	123	87	116	39	77	183	177	249
	36.7	34.7	40.9	32.5	34.0	33.3	34.7	37.5	35.0	42.0	42.5	40.2	43.8	43.3	37.3	32.7
2	233	59	14	45	78	44	34	62	32	31	33	8	25	56	67	110
	14.0	15.4	15.9	15.3	17.4	16.1	19.7	11.1	9.1	15.0	12.1	8.2	14.2	13.2	14.1	14.4
3	347	67	17	50	119	74	45	106	75	30	56	21	35	79	94	174
	20.9	17.5	19.3	16.9	26.6	27.1	26.0	19.0	21.4	14.5	20.5	21.6	19.9	18.7	19.8	22.8
4	188	50	12	38	39	29	11	81	55	26	18	9	10	43	53	92
	11.3	13.1	13.6	12.9	8.7	10.6	6.4	14.5	15.7	12.6	6.6	9.3	5.7	10.2	11.2	12.1
5 - VERY LIKELY	246	67	9	58	54	34	21	81	48	33	44	16	27	56	75	115
	14.8	17.5	10.2	19.7	12.1	12.5	12.1	14.5	13.7	15.9	16.1	16.5	15.3	13.2	15.8	15.1
SIGMA (EXCLUDE DK)	1623	375	88	288	443	272	171	539	333	206	266	93	174	417	467	740
	97.8	97.9	100.0	97.6	99.1	99.6	98.8	96.6	94.9	99.5	97.4	95.9	98.9	98.6	98.3	97.1
MEAN (EXCLUDE DK)	2.53	2.63	2.34	2.71	2.47	2.52	2.40	2.56	2.62	2.45	2.41	2.52	2.34	2.36	2.53	2.61
DON'T KNOW	36	7	-	7	4	1	3	19	18	1	6	4	2	6	8	22
	2.2	1.8		2.4	.9	.4	1.7	3.4	5.1	.5	2.2	4.1	1.1	1.4	1.7	2.9
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0095

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)P. HOT DOGS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	1886	802	1085	1681	202	231	402	514	417	295	1224	662	319	638	678	237
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1103	447	656	997	104	94	212	284	273	220	727	376	206	407	357	127
	58.5	55.7	60.5	59.3	51.5	40.7	52.7	55.3	65.5	74.6	59.4	56.8	64.6	63.8	52.7	53.6
2	225	113	112	208	17	41	68	57	33	26	136	90	47	54	95	27
	11.9	14.1	10.3	12.4	8.4	17.7	16.9	11.1	7.9	8.8	11.1	13.6	14.7	8.5	14.0	11.4
3	281	117	164	249	32	38	72	89	55	21	199	82	31	83	114	51
	14.9	14.6	15.1	14.8	15.8	16.5	17.9	17.3	13.2	7.1	16.3	12.4	9.7	13.0	16.8	21.5
4	114	41	72	90	23	23	23	34	18	14	61	53	16	40	45	12
	6.0	5.1	6.6	5.4	11.4	10.0	5.7	6.6	4.3	4.7	5.0	8.0	5.0	6.3	6.6	5.1
5 - VERY LIKELY	143	72	71	122	21	35	25	45	29	9	86	57	15	42	64	19
	7.6	9.0	6.5	7.3	10.4	15.2	6.2	8.8	7.0	3.1	7.0	8.6	4.7	6.6	9.4	8.0
SIGMA (EXCLUDE DK)	1866	790	1075	1666	197	230	401	510	408	290	1208	658	315	625	675	236
	98.9	98.5	99.1	99.1	97.5	99.6	99.8	99.2	97.8	98.3	98.7	99.4	98.7	98.0	99.6	99.6
MEAN (EXCLUDE DK)	1.91	1.96	1.87	1.88	2.19	2.41	1.95	2.02	1.77	1.50	1.88	1.97	1.69	1.81	2.06	2.02
DON'T KNOW	20	11	9	15	5	1	1	4	9	5	16	4	4	13	2	1
	1.1	1.4	.8	.9	2.5	.4	.2	.8	2.2	1.7	1.3	.6	1.3	2.0	.3	.4
NUMBER OF INTERVIEWS	2021	998	1023	1779	239	287	540	613	347	208	1319	702	283	616	827	285

(PERCENTAGES ROUNDED)
0032

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)P. HOT DOGS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED		
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED
WEIGHTED BASE	1886	400	1093	385	607	357	229	456	425	147	512
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN											
1 - VERY UNLIKELY	1103	245	617	237	358	195	137	280	243	85	328
	58.5	61.3	56.5	61.6	59.0	54.6	59.8	61.4	57.2	57.8	64.1
2	225	63	137	25	70	63	33	43	45	19	47
	11.9	15.8	12.5	6.5	11.5	17.6	14.4	9.4	10.6	12.9	9.2
3	281	49	171	60	94	63	26	58	75	21	68
	14.9	12.3	15.6	15.6	15.5	17.6	11.4	12.7	17.6	14.3	13.3
4	114	28	68	18	37	10	10	37	31	8	34
	6.0	7.0	6.2	4.7	6.1	2.8	4.4	8.1	7.3	5.4	6.6
5 - VERY LIKELY	143	12	89	42	41	27	20	31	27	12	31
	7.6	3.0	8.1	10.9	6.8	7.6	8.7	6.8	6.4	8.2	6.1
SIGMA (EXCLUDE DK)	1866	397	1081	383	600	357	226	449	421	145	508
	98.9	99.3	98.9	99.5	98.8	100.0	98.7	98.5	99.1	98.6	99.2
MEAN (EXCLUDE DK)	1.91	1.73	1.96	1.96	1.89	1.91	1.87	1.88	1.94	1.91	1.81
DON'T KNOW	20	3	12	2	7	-	2	7	4	2	3
	1.1	.8	1.1	.5	1.2		.9	1.5	.9	1.4	.6
NUMBER OF INTERVIEWS	2021	537	1239	240	763	415	237	389	449	144	428

(PERCENTAGES ROUNDED)
0064

(BASED ON THOSE WHO HAVEN'T EATEN A MEAL OR SNACK FROM SPECIALITY PLACES IN PAST THREE MONTHS)
Q.202 HOW LIKELY ARE YOU TO TRY IN THE FUTURE A PLACE THAT SPECIALIZES IN *

(*)P. HOT DOGS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	1886	479	117	362	465	253	212	572	333	238	370	130	241	493	601	792
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPECIALIZES IN																
1 - VERY UNLIKELY	1103	281	64	216	275	151	124	316	176	140	232	85	147	312	370	421
	58.5	58.7	54.7	59.7	59.1	59.7	58.5	55.2	52.9	58.8	62.7	65.4	61.0	63.3	61.6	53.2
2	225	56	20	37	67	38	29	49	24	24	53	14	38	62	73	90
	11.9	11.7	17.1	10.2	14.4	15.0	13.7	8.6	7.2	10.1	14.3	10.8	15.8	12.6	12.1	11.4
3	281	78	22	56	62	35	27	100	67	33	41	12	29	45	80	156
	14.9	16.3	18.8	15.5	13.3	13.8	12.7	17.5	20.1	13.9	11.1	9.2	12.0	9.1	13.3	19.7
4	114	32	6	26	27	13	14	32	20	12	23	5	18	33	35	46
	6.0	6.7	5.1	7.2	5.8	5.1	6.6	5.6	6.0	5.0	6.2	3.8	7.5	6.7	5.8	5.8
5 - VERY LIKELY	143	31	4	27	32	17	16	65	39	25	14	9	5	35	40	68
	7.6	6.5	3.4	7.5	6.9	6.7	7.5	11.4	11.7	10.5	3.8	6.9	2.1	7.1	6.7	8.6
SIGMA (EXCLUDE DK)	1866	478	116	362	463	253	210	561	327	235	363	126	237	487	597	781
	98.9	99.8	99.1	100.0	99.6	100.0	99.1	98.1	98.2	98.7	98.1	96.9	98.3	98.8	99.3	98.6
MEAN (EXCLUDE DK)	1.91	1.91	1.86	1.92	1.87	1.84	1.90	2.08	2.15	1.97	1.72	1.71	1.72	1.80	1.83	2.04
DON'T KNOW	20	1	1	-	2	-	2	10	7	4	7	4	3	6	4	11
	1.1	.2	.9		.4		.9	1.7	2.1	1.7	1.9	3.1	1.2	1.2	.7	1.4
NUMBER OF INTERVIEWS	2021	514	121	393	527	319	208	606	382	224	374	102	272	563	669	789

(PERCENTAGES ROUNDED)
0096

QUESTIONNAIRE

201. In the past 3 months, have you eaten a meal or snack from a place that specializes in (ASK EACH BELOW. START AT "X") RECORD UNDER Q. 201

ASK EACH PART OF Q. 202 OF THOSE WHO SAID "NO" IN Q.201.

202. Using a 5-point scale where 5 means you are very likely to try and 1 means you are very unlikely to try, if you had the opportunity, how likely are you to try in the future a place that specializes in (EACH FOOD MARKED "NO" IN Q.201. RECORD UNDER Q.202.

	Q.201		Q.202					
	Yes	No	Very likely				Very unlikely	Don't know
a. Freshly baked cookies.....	1	2	5	4	3	2	1	y
b. Premium, hand-dipped ice cream	1	2	5	4	3	2	1	y
c. Gourmet, ready-to-eat take out foods	1	2	5	4	3	2	1	y
d. Hamburgers with a wide variety of burger toppings and offers alcoholic beverages	1	2	5	4	3	2	1	y
e. Spicy, cajun (KAY-JIN) style cooking	1	2	5	4	3	2	1	y
f. Marinated, broiled or Mexican style chicken	1	2	5	4	3	2	1	y
g. Pasta	1	2	5	4	3	2	1	y
h. Oriental fast food	1	2	5	4	3	2	1	y
i. Sushi or sashimi	1	2	5	4	3	2	1	y
j. Mesquite (MES-KEET) grilling.	1	2	5	4	3	2	1	y
k. Barbecue	1	2	5	4	3	2	1	y
l. Diet or lite menu items	1	2	5	4	3	2	1	y
m. Pizza delivery	1	2	5	4	3	2	1	y
n. Display cooking in front of patrons.....	1	2	5	4	3	2	1	y
o. Bakery items such as croissants, muffins, cinnamon bars	1	2	5	4	3	2	1	y
p. Hot dogs	1	2	5	4	3	2	1	y

COMPOSITION OF THE SAMPLE

COMPOSITION OF THE SAMPLE

	Percent
	%
Total	100.0
Sex	
Male	47.1
Female	52.9
	100.0
Race	
White	87.2
Non-white	12.3
Undesignated	.5
	100.0
Age	
18-24 years	15.0
25-34 years	23.6
35-49 years	26.2
50-64 years	20.1
65 and older	13.8
Undesignated	1.3
	100.0
Education	
College education	20.2
High school graduate	58.2
Less than high school graduate	20.7
Undesignated	.9
	100.0

Continued . . .

COMPOSITION OF THE SAMPLE

Continued . . .

	Percent
	%
Annual Household Income	
$30,000 and over	33.0
$20,000-$29,999	19.6
$16,000-$19,999	12.3
Under $15,000	22.9
Undesignated	12.1
	100.0
Region	
East: Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, New York, New Jersey, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia	25.4
Midwest: Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri	25.4
South: Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas, Arkansas, Oklahoma, Louisiana	29.7
West: Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah, California, Washington, Oregon, Alaska, Hawaii	19.5
	100.0